

2022-2042 Comprehensive Plan

Town of South Hill, Virginia



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Future Land Use

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US 58 Arterial Preservation Plan: Brunswick and Mecklenburg (Partial)



Executive Summary

TOWN OF SOUTH HILL VISION STATEMENT:

South Hill will remain a thriving, rapidly growing, rural community in Southern Virginia, conveniently located between Kerr Lake and Lake Gaston, the state capitals of Richmond, VA and Raleigh, NC, and the Atlantic Ocean and the Blue Ridge Mountains. South Hill is home to a new state of the art hospital, VCU Health Community Memorial Hospital, the Hendrick Cancer & Rehab Center, the Solari Radiation Therapy Center, and numerous medical support facilities. With an abundance of recreational activities, sporting complexes, festivals, and arts/cultural events, South Hill will provide a positive influence on youth, while still offering many amenities to the elderly, making it an ideal place to work, play, raise a family, and enjoy retirement. South Hill will continue to offer a vibrant blend of manufacturing, retail, personal service, tourism, medical, and small business opportunities in a growing economy. The work environment will be further enhanced by enterprise zone incentives, industrial parks, advanced fiber optics/telecommunication systems, an abundant water supply, as well as a locally trained and productive work force. As the largest incorporated town in Mecklenburg County, South Hill will continue to collaborate regionally to encourage a healthy environment for all of its residents and businesses.

To achieve the vision for 2037, this Comprehensive Plan sets forth community goals in the following six (6) core areas:

I. Community and Housing:

- Improve the appearance of neighborhoods and substandard housing conditions through collaboration with property owners to provide a safe and healthy environment for all residents.
- Promote affordable, residential development in areas targeted for growth that enhances and compliments surrounding neighborhoods and meets the community needs for more diverse housing types.
- Increase access to diverse recreational opportunities for all age groups to improve the quality of life for residents, encourage healthy living, and enhance tourism efforts.
- Remain dedicated to maintaining a clean environment and enhancing the visual appearance of the Town to improve quality of life and invoke a sense of pride among residents.

II. Economic Development:

- Encourage and support potential redevelopment options for vacant properties, undeveloped land or underutilized buildings throughout Town.
- Create a robust and vibrant downtown that caters to South Hill residents while also attracting travelers and visitors to the downtown area.
- Ensure responsible economic growth along Highway One North while maintaining an attractive gateway into Town.



- Facilitate and encourage tourism initiatives to diversify economic development efforts.

III. Public Facilities and Services:

Education

- Promote quality education initiatives and superior workforce development.

Parks and Recreation

- Remain highly dedicated to maintaining, promoting, and upgrading the Town's public parks.

Public Services

- Remain dedicated to offering a superior level of public services.

Infrastructure

- Provide sufficient and reliable public utility infrastructure and promote the development of new infrastructure as future growth dictates.

Transportation

- Plan for and provide safe and efficient transportation systems by addressing present needs and future growth.
- Provide and improve on alternative modes of transportation to accommodate community needs and projected growth.

IV. Environment:

- Remain committed to preserving Max B. Crowder Park (Whittle's Mill),
- Remain dedicated to maintaining a clean environment and enhancing the visual appearance of the Town to improve quality of life and invoke a sense of pride among residents.

V. Historical and Cultural Resources:

- Protect, preserve and maintain the integrity of the historic district and consider the need for designation of additional properties.
- Promote and expand various forms of historical and cultural activities to enhance tourism efforts.

VI. Land Use Development:

- Encourage sustainable, orderly, and strategic development that will achieve the future vision and enhance both community character and environmental quality.
- Promote and facilitate infill development and redevelopment of underutilized properties.
- Consider new development along entrance corridors and areas outside of the Town with respect to development patterns, infrastructure requirements and desired goals for community growth and expansion.



GOALS AND STRATEGIES

South Hill Comprehensive Plan 2022-2042

The following table summarizes the recommended goals and strategies to implement the 2042 Vision for the Town of South Hill. The table is meant to guide the South Hill Planning Commission and Town Council in achieving the desired long-term goals for the community, but also act as a management tool to ensure the Town is regularly referring to the Comprehensive Plan and amending it as necessary. It is advisory only on zoning and ordinance amendments.

The table corresponds with the six (6) core areas discussed in the subsequent sections. It includes potential partners and funding sources but achievement of any of the goals and strategies ultimately depends on community priorities, available funding, and leadership from both the public and private sectors.

South Hill 2022-2042 Comprehensive Plan		
I. Community and Housing		Implementing Partners and Funding Sources
C/H Goal 1:	Improve the appearance of neighborhoods and substandard housing conditions through collaboration with property owners to provide a safe and healthy environment for all residents.	
Strategy 1.1	Continue to enforce the Property Maintenance Ordinance and consider necessary amendments to ensure that unsightly and poorly maintained properties are addressed and unsafe structures are removed.	Code Compliance Official, Planning Commission, Town Council
Strategy 1.2	Address substandard housing conditions by pursuing Community Development Block Grants (CDBG's) and utilizing other methods that encourage cooperative approaches with property owners to improve blighted properties and neighborhoods.	Town Management, Town Council, Neighborhood Groups, Property Owners, DHCD-CDBG
C/H Goal 2:	Promote affordable, residential development in areas targeted for growth that enhances and compliments surrounding neighborhoods and meets the community needs for more diverse housing types.	
Strategy 2.1	Encourage the creation of affordable, single-family housing units, ADA-compliant housing, condos/townhomes/apartments, and entry level housing, particularly in undeveloped areas or vacant structures in town.	Planning Commission, Developers, Residents
Strategy 2.2	Encourage the creation of upper story and/or studio apartments in vacant and multi-level structures in the downtown area. Consider partnering with developers and educating property owners on historic and new market tax credits.	Town Manager, South Hill CDA Developers, Property Owners, DHCD-IRF, VHDA



South Hill 2022-2042 Comprehensive Plan		
Strategy 2.3	Support efforts to develop the designated Urban Development Area (UDA).	Town Management, Code Compliance Official, Planning Commission, Developers, VDOT
Strategy 2.4	Evaluate, encourage, and support opportunities to establish a senior transitional community.	Town Management, Planning Commission, Developers
C/H Goal 3:	Increase access to diverse recreational opportunities for all age groups to improve the quality of life for residents, encourage healthy living, and enhance tourism efforts.	
Strategy 3.1	Collaborate with civic groups, private businesses, and non-profit organizations to provide diversified indoor and outdoor recreational opportunities, programs, and facilities for residents. Explore opportunities to provide safe social and recreational outlets for teens and young adults.	Town Management, MCSB, Churches, Youth Recreation Leagues, Local Businesses, Civic Groups
Strategy 3.2	Partner with other localities, funding agencies, and local groups and businesses to plan for and pursue outdoor recreation opportunities on John H. Kerr Reservoir/ Buggs Island Lake and Lake Gaston to increase tourism and economic development efforts. Collaborate with federal and state agencies to determine opportunities and funding.	Chamber of Commerce, Mecklenburg County Tourism, Local Businesses, Civic Groups, Southern Virginia Wild Blueway, USACE, DCR
C/H Goal 4:	Remain dedicated to maintaining a clean environment and enhancing the visual appearance of the Town to improve quality of life and invoke a sense of pride among residents.	
Strategy 4.1	Collaborate with VDOT, businesses, and private property owners to improve the appearance of gateway and commercial corridors in such a way that compliments and enhances the Town image and surrounding neighborhoods. Consider improvements to signage, landscaping, and lighting. Develop a plan for phasing of gateway improvements and solicit sponsors and funding for implementation.	Town Management, Planning Commission, Town Council, Property Owners, VDOT
Strategy 4.2	Consider the adoption of additional ordinances that would improve the enforcement of litter control.	Code Compliance Official, Public Works, Planning Commission, Town Council
Strategy 4.3	Continue to promote the Adopt-A-Street program with emphasis on Main Street, East Atlantic Street, and Maple Avenue.	Public Works, Town Management, Civic Groups, VDOT



Strategy 4.4	Identify potential properties for the development of open/green spaces or nature trails with emphasis on the Taylor Creek area adjacent to Benton Street.	Public Works, Town Council
II. Economic Development		Implementing Partners and Funding Sources
ED Goal 1:	Encourage and support potential redevelopment options for vacant properties, undeveloped land, or underutilized buildings throughout Town.	
Strategy 1.1	Collaborate with other localities, utility providers and private partners to promote and facilitate the expansion and development of broadband and telecommunication services and natural gas as a tool for economic development and to improve quality of life for residents.	Town Management, Mecklenburg County Economic Development, Go Virginia, South Hill IDA, Utility Providers, DHCD
Strategy 1.2	Collaborate with local and regional agencies and private partners to promote and facilitate the expansion and/or development of emerging technology opportunities, such as renewable/alternative energy. Opportunities should not be detrimental to the visual appearance or future utilization of the Town or surrounding neighborhoods, and emphasis should be focused on opportunities that can utilize the readily available workforce and offer well-paying jobs.	Town Management, VGA, Mecklenburg County Economic Development, Businesses/Developers, Property Owners, TRRC, Department of Energy (DOE)
Strategy 1.3	Collaborate with Mecklenburg County to increase awareness and utilization of the enterprise zone.	Town Management, Mecklenburg County Economic Development, VGA, Town of Clarksville, Town of La Crosse, DHCD
Strategy 1.4	Partner with VCU to redevelop or repurpose the former CMH Hospital on Buena Vista Circle for an end use that is compatible with the surrounding neighborhood.	Town Management, Planning Commission, VCU
Strategy 1.5	Continue to actively market Hillcrest Industrial Park, Interstate Industrial Park, Northside Industrial Park, South Hill Industrial Park, Roanoke River Regional Business Park, and Airport Industrial Park to pursue and/or maintain full occupancy. Recruit large employers in targeted sectors that can utilize the readily available workforce.	Town Management, Mecklenburg County Economic Development, VGA, Businesses, TRRC, VEDP



Strategy 1.6	Encourage and support appropriate commercial, manufacturing, and industrial development opportunities in the undeveloped or underutilized properties along the Highway 58 corridor and Maple Lane.	Town Management, Mecklenburg County Economic Development, VGA, Businesses/Developers, Property Owners, TRRC
Strategy 1.7	Collaborate with property owners to encourage and support appropriate commercial, manufacturing, and industrial development in the undeveloped areas and vacant structures along W. Danville St. Encourage and promote mixed-use development where feasible.	Town Management, Mecklenburg County Economic Development, VGA, Businesses/Developers, Property Owners, TRRC, DHCD-IRF
ED Goal 2:	Create a robust and vibrant downtown that caters to South Hill residents while also attracting travelers and visitors to the downtown area.	
Strategy 2.1	Encourage the recruitment of additional restaurants and/or food establishments, retail businesses, and specialty stores in vacant downtown storefronts.	Town Management, Mecklenburg County Economic Development, Property Owners/Businesses, Developers, SHRC, DHCD-IRF
Strategy 2.2	Support and encourage local and regional efforts to market and utilize the Southern Virginia Food Hub to encourage entrepreneurship, enhance agribusiness and healthy living, and promote regional collaboration.	South Hill CDA, VGA, VTC, Mecklenburg County Tourism, Businesses, SHRC, TRRC, DHCD-IRF, USDA-RD
Strategy 2.3	Support and participate in regional marketing efforts and organizations to increase marketing and visibility of downtowns, promote local community assets, and shop local initiatives.	Chamber of Commerce, SHRC, State/Local/Regional Marketing Agencies, Businesses



ED Goal 3:	Ensure responsible economic growth along Highway One North while maintaining an attractive gateway into Town.	
Strategy 3.1	Encourage and support the recruitment of additional restaurants, a grocery store, professional service businesses, hotels, medical service facilities, and shopping outlets.	Town Management, Planning Commission, Town Council, Mecklenburg County Economic Development, Developers/Businesses
Strategy 3.2	Consider zoning adjustments to allow multi-use development along Highway One North to accommodate a mixture of commercial and residential growth and allow for open space/vegetative buffer.	Planning Commission, Town Council, Developers, Property Owners/Businesses
ED Goal 4:	Facilitate and encourage tourism initiatives to diversify economic development efforts.	
Strategy 4.1	Pursue Virginia Tourism Corporation (VTC) funding opportunities for regional marketing efforts that promote tourism in South Hill and the County. Consider the creation of a tourism zone to offer additional VTC incentives to tourism-related businesses to locate in the downtown area.	Town Management, Virginia Tourism Corporation, Mecklenburg County Tourism, Businesses
Strategy 4.2	Pursue additional and enhance existing wayfinding signage to guide visitors and tourists to important destinations in town.	Town Management, Mecklenburg County Tourism, VDOT
Strategy 4.3	Partner with Mecklenburg County and regional agencies to increase awareness and utilization of the Tobacco Heritage Trail and Southern Virginia Blueways.	RRRT, VTC, VDOT, SPDC, East Coast Greenway, DCR, Local Cycling Advocacy Groups, RiverBank Fund, Southern VA Blueways, Duke Energy Fund



III. Public Facilities and Services		Implementing Partners and Funding Sources
EDUCATION		
Edu Goal	Promote quality education initiatives and superior workforce development.	
Strategy 1.1	Partner with Southside Virginia Community College (SVCC) to effectively market the Lake Country Advanced Knowledge Center (LCAKC) to current and prospective employers and participate in long-range planning and development to ensure that all workforce development needs are met in targeted sectors of the regional economy. Partner with SVCC to pursue grant opportunities to expand workforce development training as future growth dictates.	South Hill IDA, SVCC, Local Businesses, Mecklenburg County Economic Development, WIB, VEC, South Hill IDA, Town Council, TRRC, Go Virginia
Strategy 1.2	Collaborate with expanding and locating businesses to determine workforce development needs by supporting and nurturing existing and future educational and continued learning opportunities and facilities and by maintaining open communication and a cooperative relationship with the Mecklenburg County School Board (MCSB) and SVCC.	Town Management, Local Businesses, SVCC, Mecklenburg County Schools, Mecklenburg County Economic Development, MCSB, WIB, VEC
PARKS AND RECREATION		
P/R Goal:	Remain highly dedicated to maintaining, promoting, and upgrading the Town's public parks.	
Strategy 1.1	Increase marketing efforts of the Centennial Park Amphitheater for community and/or entertainment events to increase tourism and economic development efforts.	Market Square Committee, Chamber of Commerce, Civic Groups, Mecklenburg County Tourism
Strategy 1.2	Promote Centennial Park as a walking trail and pursue the development of new walking/nature trails in town that would contribute to the quality of life for residents and encourage healthy living. Consider the Taylor Creek area near Benton Street and Parker Park/Smith Street.	Town Management, Chamber of Commerce, Civic Groups



Strategy 1.3	Remain committed to preserving Max B. Crowder Park (Whittle's Mill) and partner with Mecklenburg County and regional agencies to market and pursue improvements to the park in connection with the Southern Virginia Wild Blueways Initiative.	Public Works, Mecklenburg County Tourism, Southern Virginia Wild Blueway, DCR, Chamber of Commerce
Strategy 1.4	Identify and utilize online tools to better publicize park locations and other recreational amenities (i.e. online mapping applications, social media, etc.). Collaborate with Mecklenburg County to develop a joint Parks and Recreation Master Plan to determine and prioritize program and facilities needs for the Town and County.	Planning Commission, Town Management, Mecklenburg County

PUBLIC SERVICES

PS Goal:	Remain dedicated to offering a superior level of public services.	
Strategy 1.1	Raise awareness of financial and operational challenges and pursue solutions for long-term sustainability of Police, Fire, and EMS services.	Fire Department, Rescue Squad, Police Department, Town Council, Civic Groups, Residents, Local Businesses
Strategy 1.2	Continue to promote the recycling program and maintain the highest recycling rate among comparative towns.	Public Works, Residents, Businesses, Waste Industries
Strategy 1.3	Work with the Police, Fire, and Rescue Squad departments to maintain good communication and rapport with citizens regarding public services using a variety of outreach methods, such as National Night Out, and expanding communication efforts for public service and safety issues.	Police Department, Fire Department, Rescue Squad, Residents, Businesses

INFRASTRUCTURE

I Goal:	Provide sufficient and reliable public utility infrastructure and promote the development of new infrastructure as future growth dictates.	
Strategy 1.1	Continue to identify and prioritize the replacement, expansion, or improvement of water and sewer systems, undertake engineering/design studies that may be required, and pursue funding opportunities.	Public Works, Town Council, VDH, DEQ, DHCD, USDA-RD



Strategy 1.2	Collaborate with the Roanoke River Service Authority (RRSA) to facilitate the construction of additional water availability storage and distribution facilities along the Highway 58 and Interstate 85 corridors, particularly around exits 12 and 15, as future growth dictates. Partner with the RRSA to pursue funding opportunities.	RRSA, Mecklenburg County Economic Development, Public Works, Town Council, VDH, USDA-RD EDA
TRANSPORTATION:		
T Goal 1:	Plan for and provide safe and efficient transportation systems by addressing present needs and future growth.	
Strategy 1.1	Support the extension of Raleigh Avenue from Highway 47 to Parker Park as stated in the Town's Transportation Plan.	Public Works, Town Council, Planning Commission, Property Owners, VDOT
Strategy 1.2	Encourage the connection of streets with new development to link transportation effectively for workforce residents and employment centers. Consider connecting Alpine Road to Thompson Street (also see Future Land Use Goals below).	Town Management, Town Council, Planning Commission, VDOT
Strategy 1.3	Collaborate with VDOT to evaluate methods to improve traffic flow at the intersection of N. Mecklenburg Avenue / Highway One and Ferrell Street as future growth dictates.	Town Management, Town Council, Planning Commission, VDOT
Strategy 1.4	Collaborate with VDOT and other agencies on the design of new road corridors so they are not only safe but also attractive and that complement adjacent residential and commercial development by providing sufficient landscaping, pedestrian amenities, and traffic calming methods as necessary.	Town Management, Town Council, Planning Commission, Developers, Property Owners/Businesses VDOT
T Goal 2:	Provide and improve on alternative modes of transportation to accommodate community needs and projected growth.	
Strategy 2.1	Continue efforts to renovate existing sidewalks throughout Town as needs dictate with immediate emphasis on improving the sidewalks along West Danville Street from Goodes Ferry Road to Lunenburg Avenue. Develop a plan which phases sidewalk improvements and identify funding for implementation.	Public Works, Town Council, VDOT, Local Businesses



Strategy 2.2	Provide guidance and support on private and public initiatives that can increase public transportation services, including innovative services such as Uber and Lyft, in the region. Continue to support and promote the Lake Country Area Agency on Aging's LAB Bus program.	Town Management, Town Council, Business Owners, LCAAA
Strategy 2.3	Review zoning, subdivision codes, and development permit regulations and consider the need or desire to require pedestrian and bicycle access criteria for new developments to enhance quality of life, improve healthy living initiatives, and promote efficient development patterns.	Code Compliance Official, Planning Commission, Town Council, Developers, Business Owners, VDOT
IV. Environment		Implementing Partners and Funding Sources
E Goal 1:	Remain committed to preserving Max B. Crowder Park (Whittle's Mill).	
Strategy 1.1	Partner with Mecklenburg County and regional agencies to market and pursue improvements to Max B. Crowder Park (Whittle's Mill) in connection with the Southern Virginia Wild Blueways Initiative.	Public Works, Mecklenburg County Tourism, Southern Virginia Wild Blueway, DCR, Chamber of Commerce
E Goal 2	Remain dedicated to maintaining a clean environment and enhancing the visual appearance of the Town to improve quality of life and invoke a sense of pride among residents.	
Strategy 2.1	Consider the adoption of additional ordinances that would improve the enforcement of litter control.	Code Compliance Official, Public Works, Planning Commission, Town Council
Strategy 2.2	Continue to promote the Adopt-A-Street program with emphasis on Main Street, East Atlantic Street, and Maple Avenue.	Public Works, Town Management, Civic Groups, VDOT
Strategy 2.3	Identify potential properties for the development of open/green spaces or nature trails with emphasis on the Taylor Creek area off of Benton Street.	Public Works, Town Council
Strategy 2.4	Continue to promote the recycling program and maintain the highest recycling rate among comparative towns.	Public Works, Residents, Businesses, Waste Industries



V. Historical and Cultural Resources		Implementing Partners and Funding Sources
H/C Goal 1:	Protect, preserve, and maintain the integrity of the historic district and consider the need for designation of additional properties.	
Strategy 1.1	Support or facilitate historic designation of new properties on the Virginia and National Registers in order for property owners and developers to take advantage of historic tax credits when redeveloping large and abandoned properties.	Town Management, Town Council, Planning Commission, Property Owners, Developers, DHR
Strategy 1.2	Support and partner with property owners to preserve historic properties and facilitate the adaptive reuse of vacant historic structures. Pursue educational opportunities that inform property owners on historic rehabilitation tax credits. Consider appropriate preservation tools, such as historic overlay district, neighborhood conservation district, local historic preservation ordinance, or voluntary design guidelines for property rehabilitation and development.	Town Management, Planning Commission, Property Owners, Local and Prospective Businesses, DHR
H/C Goal 2:	Promote and expand various forms of historical and cultural activities to enhance tourism efforts.	
Strategy 2.1	Support and encourage private and non-profit efforts to develop arts/cultural events or festivals that enhance efforts to increase tourism and economic development efforts to the downtown area. Capitalize on the proximity of the Colonial Center, Farmers Market and Centennial Park.	Chamber of Commerce, Market Square Committee, Mecklenburg County Tourism, SHRC, Civic Groups
Strategy 2.2	Support and promote the Town's historical and cultural assets to enhance tourism experiences with emphasis on the Colonial Center for the Performing Arts, the Tobacco Farm Life Museum, The Model Railroad Museum, and the Tobacco Heritage Trail.	Chamber of Commerce, Town Council, Civic Groups, Mecklenburg County Tourism
VI. Land Use and Development		Implementing Partners and Funding Sources
LU Goal 1:	Encourage sustainable, orderly, and strategic development that will achieve the future vision and enhance both community character and environmental quality.	
Strategy 1.1	Amend the zoning ordinance and zoning map to reflect land use principles and development standards recommended in this comprehensive plan as strategies are pursued and/or accomplished.	Code Compliance Official, Planning Commission, Town Council
Strategy 1.2	Target future growth to areas with available infrastructure.	South Hill IDA, Mecklenburg County Economic Development



Strategy 1.3	Evaluate and pursue municipal boundary adjustments as future growth dictates with emphasis on the parcels of land between Alpine Road and Thompson Street to Interstate-85.	Planning Commission, Town Council, Mecklenburg County
LU Goal 2:	Promote and facilitate infill development and redevelopment of underutilized properties.	
Strategy 2.1	Ensure that new development complements and enhances the character of surrounding development.	Code Compliance Official, Planning Commission, Town Council
Strategy 2.2	Identify areas that are opportunities for infill and redevelopment and collaborate with public and private partners to develop and implement plans. Market these opportunities to interested developers, businesses, and economic development agencies.	Town Management, Mecklenburg County Economic Development
Strategy 2.3	Establish development guidelines for priority areas, including the historic district and gateways. Collaborate with property owners and neighborhood groups to improve the appearance of these areas. Consider incentives to encourage and assist in making improvements.	Town Management, Code Compliance Official, Planning Commission, Property Owners/Businesses, Town Council
LU Goal 3:	Consider new development along entrance corridors and areas outside of the Town with respect to development patterns, infrastructure requirements and desired goals for community growth and expansion.	
Strategy 3.1	Partner with Mecklenburg County to encourage quality and cohesive development in the outlying regions of the Town.	Town Management, Planning Commission, Mecklenburg County Economic Development and Planning Commission
Strategy 3.2	Educate property owners and potential developers in advance of site development or rezoning applications and supply information on desired development patterns and standards.	Code Compliance Official, Town Management, Planning Commission



Acronym	Description
CDA	Community Development Association
DCR	Department of Conservation and Recreation
DEQ	Virginia Department of Environmental Quality
DHCD	Department of Housing and Community Development
DHCD-CDBG	DHCD's Community Development Block Grant Program
DHCD-IRF	DHCD's Industrial Revitalization Fund
DHR	Virginia Department of Historic Resources
DOE	Department of Energy
EDA	Economic Development Administration
IDA	Industrial Development Authority
LCAAA	Lake Country Area Agency on Aging
MCSB	Mecklenburg County School Board
RRRT	Roanoke River Rails to Trails
RRSA	Roanoke River Service Authority
SHRC	South Hill Revitalization Committee
SPDC	Southside Planning District Commission
SVCC	Southside Virginia Community College
TRRC	Virginia Tobacco Region Revitalization Commission
USACE	United States Army Corps of Engineers
USDA-RD	United States Department of Agriculture – Rural Development
VDH	Virginia Department of Health
VDOT	Virginia Department of Transportation
VEC	Virginia Employment Commission
VEDP	Virginia Economic Development Partnership
VGA	Virginia's Growth Alliance
VHDA	Virginia Housing Development Authority
VTC	Virginia Tourism Corporation
WIB	Workforce Investment Board



PURPOSE AND USE OF THE COMPREHENSIVE PLAN

Per Article 3, Title 15.2, Chapter 22 of the Code of Virginia, every governing body is required to prepare and adopt a long-range, comprehensive plan for the physical development of the territory within its jurisdiction. In the preparation of a comprehensive plan, the locality's Planning Commission must make careful and comprehensive surveys and studies of the existing conditions and trends of growth, and of the probable future requirements of its territory and inhabitants. The comprehensive plan is prepared with the purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of the territory which will, in accordance with present and probable future needs and resources, best promote the health, safety, morals, order, convenience, prosperity and general welfare of the inhabitants, including the elderly and persons with disabilities.

The comprehensive plan is meant to be general in nature, in that it shall designate the general or approximate location, character, and extent of each feature, including any road improvement and any transportation improvement, shown on the plan and shall indicate where existing lands or facilities are proposed to be extended, widened, removed, relocated, vacated, narrowed, abandoned, or changed in use as the case may be.

A comprehensive plan is typically prepared for a twenty-year timeframe and is reviewed every five years for needed updates and amendments. Once adopted, the plan is used by local governmental officials to make important decisions regarding land development priorities and public and private investments. A comprehensive plan does not have the status of a zoning ordinance. It is advisory only and merely serves as a guide for any recommended zoning ordinance amendments. Citizens use the plan to understand future direction of the community. Businesses use the plan to assist them in making business investments. In addition, federal and state agencies make investment decisions consistent with the local plan.

Community Involvement in the Planning Process:

The Town of South Hill sought community input in the planning process through focus group meetings, an online Public Input Survey, and the required public hearing. Focus groups were comprised of planning commission members, business leaders and representatives, citizens, community leaders, town staff and other stakeholders. Numerous focus group meetings were held from November to December 2016 and recommendations from these groups formed the basis for the goals and strategies ultimately adopted.

The online Public Input Survey was advertised on the Town's Facebook page and a notice was posted on water/sewer bills from November 2016 to February 2017. The Public Input Survey was available online through Survey Monkey and hard copies were available at the Town Office. A total of 147 citizens completed surveys, and a detailed summary of the citizen responses is in Appendix II. Key sentiments identified among the survey's respondents are as follows:

- Over 64% of respondents were 35 to 64 years old, and less than 18% of respondents were 25 to 35 years old.



- Eighty percent (80%) of respondents lived in South Hill, nearly 55% worked in South Hill, and 12.5% owned a business in South Hill.
- When asked the top three (3) reasons why respondents lived in South Hill, 54% responded that they have lived in South Hill all their life, 51.6% responded that they had family or friends nearby, and 37.7% responded that South Hill was close to work or a family business.
- When asked how public services are being met in South Hill, fire/emergency services, police services, and refuse collection/recycling services received the highest ratings; alternatively, youth activities, the transportation system, and broadband internet services rated the lowest among respondents.
- When asked what the most important priorities for economic development should be in the next 15 to 20 years, the top-rated responses were 1) attracting new industry (61.64%), 2) expanding or creating new retail shopping areas (50%), and 3) supporting and expanding existing small businesses (44.52%).
- When asked what the most important priorities should be for land use and development in the next 15 to 20 years, the top-rated responses were 1) encouraging redevelopment of deteriorated areas and buildings (70.14%), 2) encouraging commercial and business development (56.94%), and 3) providing a mix of housing, shopping and employment together in one area (40.28%).
- Most respondents were either neutral or disagreed that the existing housing stock was sufficient to meet the needs of the community.
- Most respondents were either neutral or agreed that all income levels could find housing in town.
- When asked which housing types the Town required more of, the top-rated responses were 1) senior housing (50.72%), 2) single family homes (47.10%), and 3) apartments (36.23%).
- When asked what would most likely cause respondents to leave (other than employment), the top-rated responses were 1) educational opportunities and school quality (26.06%), 2) not enough entertainment and cultural activities (16.2%), and 3) not enough businesses to support my needs (15.49%).

On September 5, 2017, the Town held a joint public hearing on the draft Comprehensive Plan at the South Hill Town Office. The purpose of a comprehensive plan was explained to attendees as well as the process taken to solicit community input. A copy of the draft plan was available for public review on the Town website and at the Town Office before formal adoption occurred on September 11, 2017.

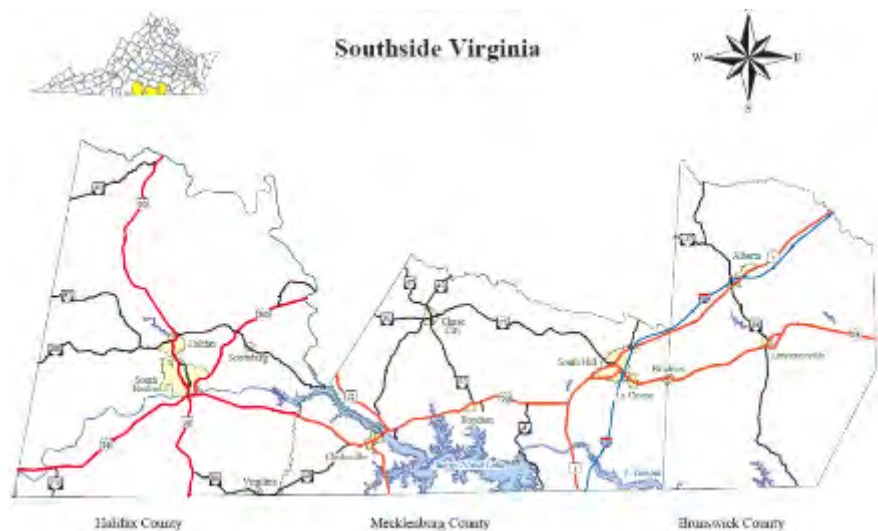


REGION OVERVIEW

The Town is located in the Southside PDC region along the southern border of Virginia. Southern Virginia is unique in its mixture of rural character with modern infrastructure. Recreational amenities abound alongside agrarian activities. Relevant markets are within a day's drive and major urban centers are just an hour or two away. Natural resources are abundant and gas, water, sewer, transportation, and high-speed communications are all available. The transportation and communications networks are particularly advanced for rural Virginia.

The story of Southern Virginia is about workforce development and providing people with multifaceted educational opportunities. It's about tourism celebrating recreational and cultural amenities. It's about investing in each community which makes the whole region stronger and more attractive to businesses. In short, the Southern Virginia story – which is so rich with natural resources, a growing labor force, and financial investment – is about land, people, and capital. It's about creating a unified approach that utilizes these assets to develop a skilled workforce and supply chains for related businesses.

Southern Virginia should be the location of choice for tourists, families, a young and trained workforce, investors, advanced manufacturers, and entrepreneurs. This region stands out due to its natural beauty, friendly people, moderate cost of living, and access to two-thirds of the nation's population within a day's drive. This translates into excellent market access through the transportation and communications infrastructure that are in place today, as well as an excellent quality of life for workers and their families.



Twenty-first Century industries are the focus of Southern Virginia's economy. Today's advanced manufacturing is safer, cleaner, and better paying than ever. Information technology (IT) is a robust sector that can take advantage of the region's strong broadband infrastructure. Most of today's farmers use the most innovative practices and growing techniques to maximize their production of food, fuel, and fiber, while minimizing their environmental footprint. The term "modern agriculture" depicts a commitment to innovation and stewardship and can occur on much smaller farmettes (farms generally less than 50 acres). High quality, innovative healthcare has further strengthened with two major affiliations with Sentara Halifax Regional Hospital and Virginia Commonwealth University (VCU) Health Community Memorial Hospital.

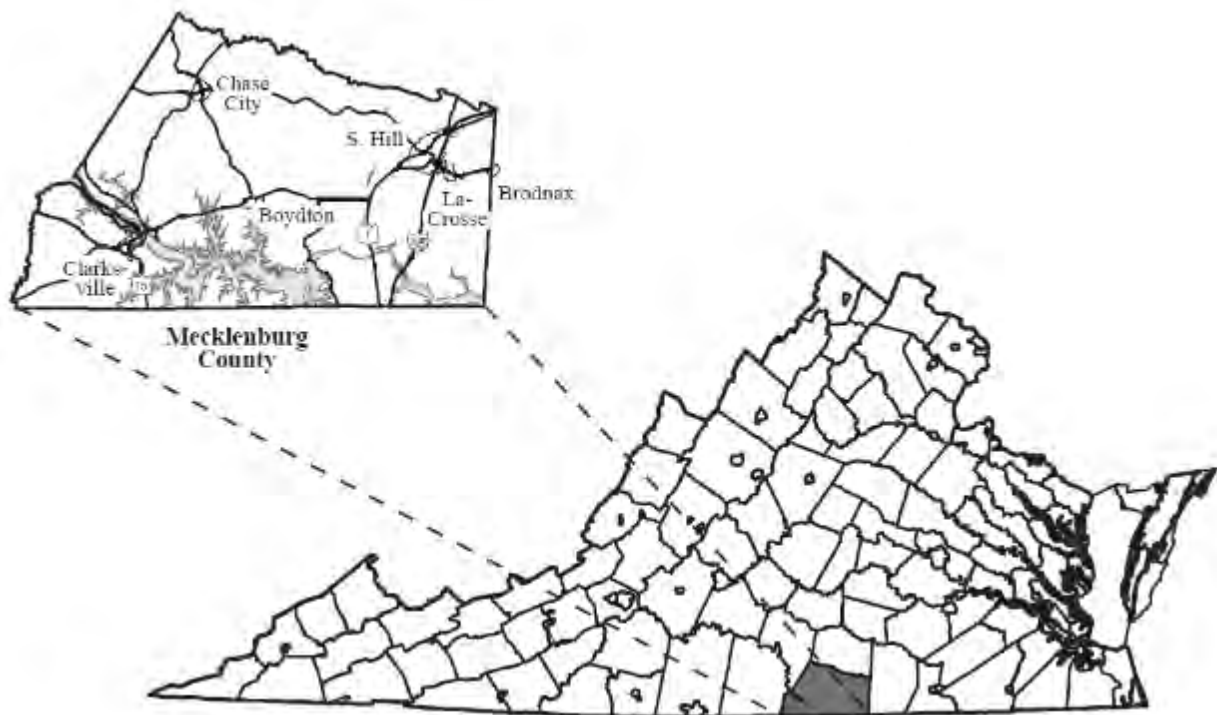


Finally, the tourist industry promotes the area while continuing to improve quality of life for residents, with little infrastructure needed.

Mecklenburg County As a Collaborative Partner:

The Town of South Hill is conveniently located in the east-central portion of Mecklenburg County adjacent to U.S. Interstate 85, the major north-south transportation corridor in the County, and U.S. Highway 58, the major east-west corridor. Due to its prime location, the Town serves as the largest commercial and employment center for the County.

Town residents pay both Town and County taxes for certain public services and facilities. As an incorporated Town, residents pay for public services such as water/sewer utilities, street/sidewalk maintenance, refuse collection, police/fire/emergency services, and zoning/building code enforcement. However, other public services are provided by Mecklenburg County such as the Mecklenburg County Public School System, Mecklenburg County Department of Social Services, and the Southside Regional Library system. The Town and the County work cooperatively on many initiatives involving economic development, utilities, and transportation; therefore, significant coordination between both government entities is vital.



The Mecklenburg County 2035 Comprehensive Plan adopted in October 2012, and amended in 2017, identifies numerous strategies that may be relevant to future planning for the Town of South Hill and will require a cooperative relationship:

Mecklenburg County Vision 2035

Surrounding Virginia's largest lake, Mecklenburg County in 2035 will be a modern and thriving rural place that retains its agricultural heritage and close-knit communities. Mecklenburg County will be recognized for having a healthy, sustainable, diverse and growing economy offering attractive job options to its citizens.

- Mecklenburg County will be an attractive environment for business with an advanced telecommunications system and well-trained, productive workforce.
 - Children, younger adults and retirees will be engaged culturally and economically.
 - Mecklenburg County will actively leverage and promote Buggs Island Lake/Kerr Reservoir as its chief recreational and natural resource.
 - The leading-edge educational opportunities of the County and the outstanding healthcare for all ages will provide an excellent quality of life for residents, especially when combined with the charming rural setting, diverse recreational opportunities, and bountiful natural resources.
-
-

Economic Development:

1. Promote retention and growth of existing businesses and industries by increasing communication between the County and businesses. Consider business newsletter, regular group meetings, etc.
2. Promote expansion of small and retail business opportunities by cultivating a "buy local" mentality and raising awareness of local shopping opportunities. Start with County farmers and expand to other local businesses.
3. Strengthen retail business and small business economic development by supporting town revitalization efforts. Encourage unique, vibrant downtowns with strong retail and business services, as well as residential uses.
4. Implement the adopted Tourism Strategic Plan and provide support and assistance for that partnership effort. Establish an implementation committee and work program.
5. Undertake a coordinated branding and marketing effort for the County and the towns to develop a graphic brand identity for marketing the County (and the towns). Hire branding consultant and include in scope of work, economic analyses to identify existing and potential market opportunities.
6. Refine the inventory of significant historic resources included in the Tourism Strategic Plan; work with towns and property owners to establish historic designations (Virginia and National Registers) to promote property investment and use of state and federal tax credit benefits.

People and Quality of Life:

1. Partner with towns, civic groups, private businesses, and non-profit organizations to provide diversified recreational activities, programs, and facilities for residents. In particular, youth and seniors may require special attention; facilitate a Countywide outreach survey to gauge needs and develop strategies to address age group needs.



2. Work with other localities and agencies to extend the Scenic River designation on the Meherrin River.
3. Rehabilitate existing substandard housing units by enforcing building codes and eliminating unsafe structures. Consider state and federal funding sources and financial incentives to promote private investment in quality housing. Work with towns to consider a regional approach.

Natural and Historic Resources:

1. Support and partner with towns, property owners, and organizations to preserve historic properties. Champion the adaptive reuse of vacant historic structures as a strategy for preservation and community revitalization. Pursue a Countywide inventory of resources.
2. Work with PDC, towns and local preservation groups to develop and promote programs that can assist owners of historic properties. Consider listing additional properties on Virginia and National Registers, and educating property owners on historic rehabilitation tax credits and preservation easements.
3. Promote the historic resources of Mecklenburg County to enhance tourism experiences and foster citizen appreciation, understanding, and celebration of local history. Implement adopted Tourism Strategic Plan.

Public Infrastructure:

1. Work with towns and service providers to coordinate utility needs, upgrades, and expansion of facilities. Focus on areas designated for growth and redevelopment.
2. Work with VDOT, towns, employers, and citizens to provide effective and efficient transportation corridors. Continue to pursue adopted six-year plan improvements for local road network.

Public Safety and Hazard Mitigation:

1. Coordinate regularly with towns and volunteer agencies. Monitor public safety service levels to ensure effective response times. Work to provide sufficient equipment, facilities, and staff to ensure excellent response.
2. Act on recommendations of the updated Southside Natural Hazard Mitigation Plan.

Land Use and Development:

1. Promote rehabilitation and reuse of underutilized or vacant properties, particularly industrial properties and buildings (residential and commercial) in areas served by public infrastructure.
2. Target future growth to areas with available infrastructure. Coordinate with towns to identify mutual areas for growth and expanded public services.



SOUTH HILL: THEN AND NOW

The Town of South Hill is a thriving, rapidly growing community located in the east-central portion of Mecklenburg County in south-central Virginia near the North Carolina state line. It is conveniently located between the state capitals of Richmond, Virginia and Raleigh, North Carolina. South Hill is the largest town in size and population within the County, encompassing a land area of 9.94 square miles and containing 4,690 residents per the 2020 U.S. Census.

Originally known as Ridgefork or Binford's Fork, the community consisted of three (3) houses, an ordinary, a general store, and a racetrack. A short distance to the north was a small settlement known as South Hill which was relocated to Ridgefork with the completion of the Boydton – Petersburg Plank Road. With the coming of the railroad the “new” Town of South Hill was laid off, surveyed, and incorporated on February 16, 1901. Originally the Town was circular, 1 ¼ miles in diameter. It is one of only three (3) towns in the nation to be originally planned and developed in a circular pattern.

South Hill's location at the crossing of several important highways and the railroad laid the groundwork for a prosperous community. This transportation advantage in a rural, agrarian area, made South Hill the hub of business where raw goods were exported to market and finished goods returned. The completion of U.S. Route 1 in the early 1930s served as South Hill's first paved road. The founding of Community Memorial Hospital in 1954, the completion of U.S. Interstate 85 in 1965, and the addition of a number of manufacturing plants spurred new growth in the Town and a change in its economy. However, South Hill has always been known for its tobacco industry, and the Town is presently the third-largest flue-cured tobacco market in Virginia.



Photo Credit: Ken Currin

Since its beginning as a railroad town in 1889, South Hill has continued to be known for its ideal location. Today, the Town is easily accessible by a highway network consisting of Interstate 85, U.S. Route 58, U.S. Route 1, and Highway 47. South Hill is also only six (6) miles away from the Mecklenburg-Brunswick Regional Airport. A significant growth in manufacturing and trade has diversified the Town's economy. The Town's growth is enhanced by its proximity to two (2) nearby lakes, Kerr Lake (Buggs Island Lake) and Lake Gaston, both of which are created by the John H. Kerr Dam, which generates an average of 426,749,000 kilowatt hours per year. With over 1,150 combined miles of shoreline, tourist trade and a booming real estate market serve to fuel the Town's growth. The natural beauty of the lakes and a relaxed lifestyle to match make living in this unique region a gratifying experience.

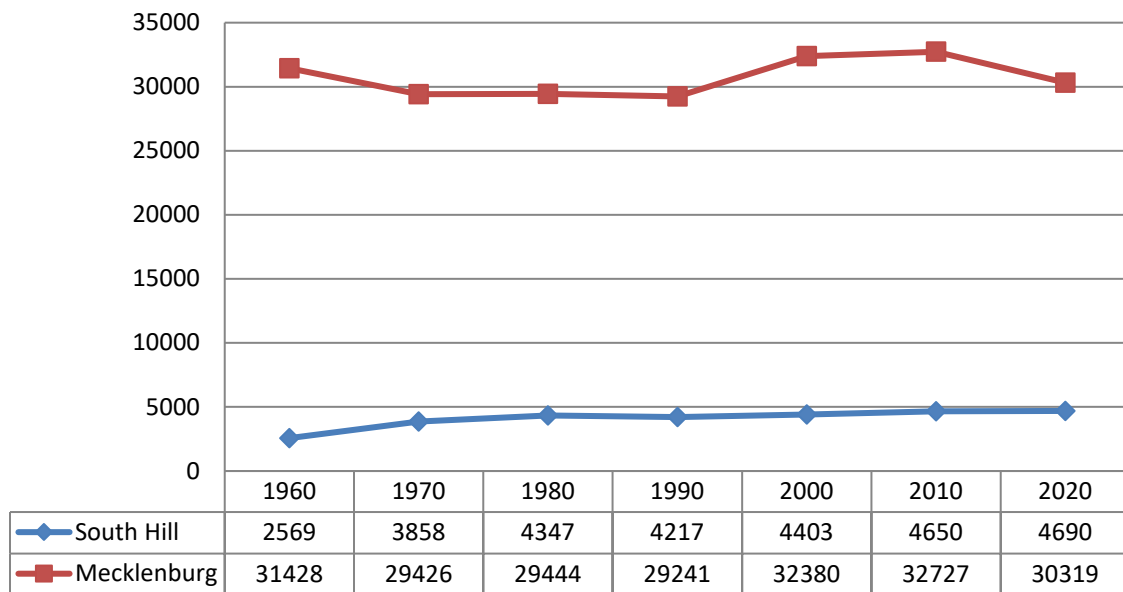


DEMOGRAPHIC AND ECONOMIC TRENDS

Figure 1: Population and Income Demographics		South Hill	Mecklenburg	Virginia
2010 Population Total		4,650	32,727	8,001,024
2020 Population Total		4,690	30,319	8,631,393
Percent Change in Population (2010-2020)		0.9%	-7.4%	7.9%
Population by Age Group	0-19 years	26%	22%	26%
	20-64 years	54%	58%	62%
	65+ years	20%	21%	12%
Median Age		40.9	45.8	37.5
Racial Composition	White	52%	60%	69%
	African American	42%	37%	19%
	Other	6%	3%	12%
Education Attainment (for the population 25 and older)	Less than high school degree	23%	18%	10%
	High school graduate or higher	77%	82%	90%
	Bachelor's degree or higher	24%	17%	39%
Median Household Income		\$32,765	\$43,207	\$74,222
Individuals Below Poverty Level		23.5%	19.0%	10.6%
Commuters	Worked in place of residence	64.4%	15.3%	23.6%
	Worked outside place of residence	35.6%	19.1%	46.7%
Source: U.S. Census Bureau – 2010 Census (exc. 2020 Total).				
Source: American Community Survey 5-Year Estimates 2015-2019.				



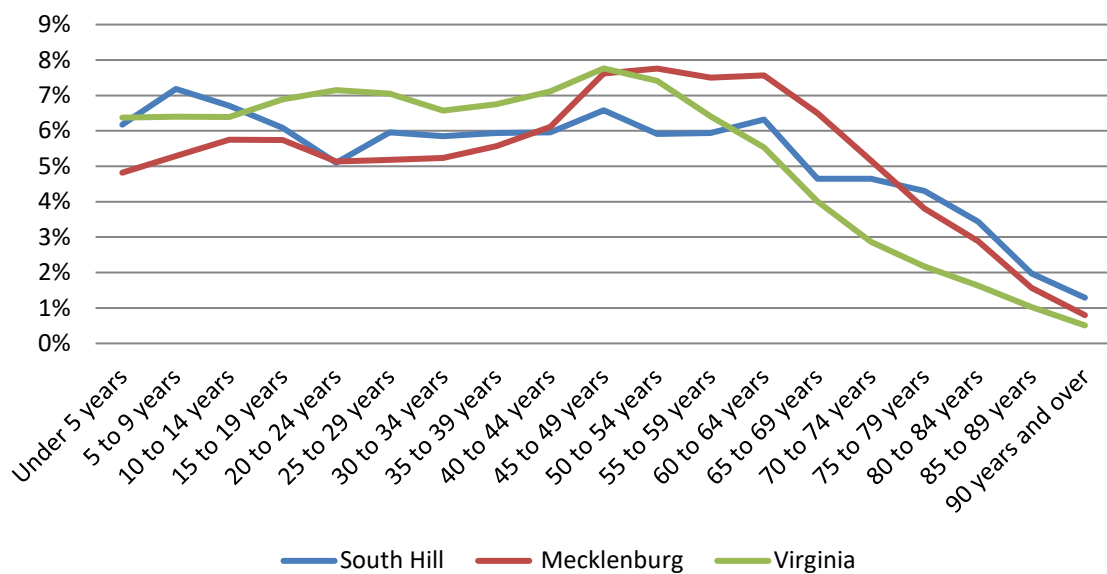
Figure 2: Population Trends



Source: U.S. Census Bureau. 2020 Census.

Although the Town population has increased since 2000 by approximately 6.1%, over half of this increase is attributed to 2.96 square miles annexed in January 2001 containing 128 persons. The 2020 Decennial Census population for South Hill showed an increase in population of 0.9%, compared to 2010. It is worth noting that the slight increase in population for South Hill is much better than the 7.4% decrease in population for Mecklenburg County.

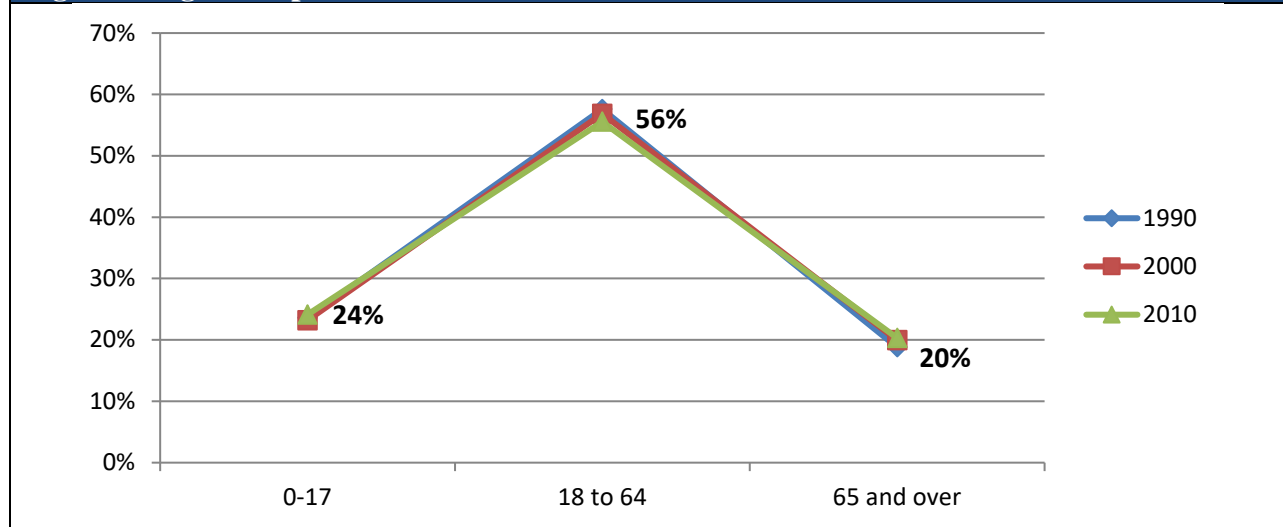
Figure 3: Age Groups as Percent of Total



Source: U.S. Census Bureau. 2010 Census.



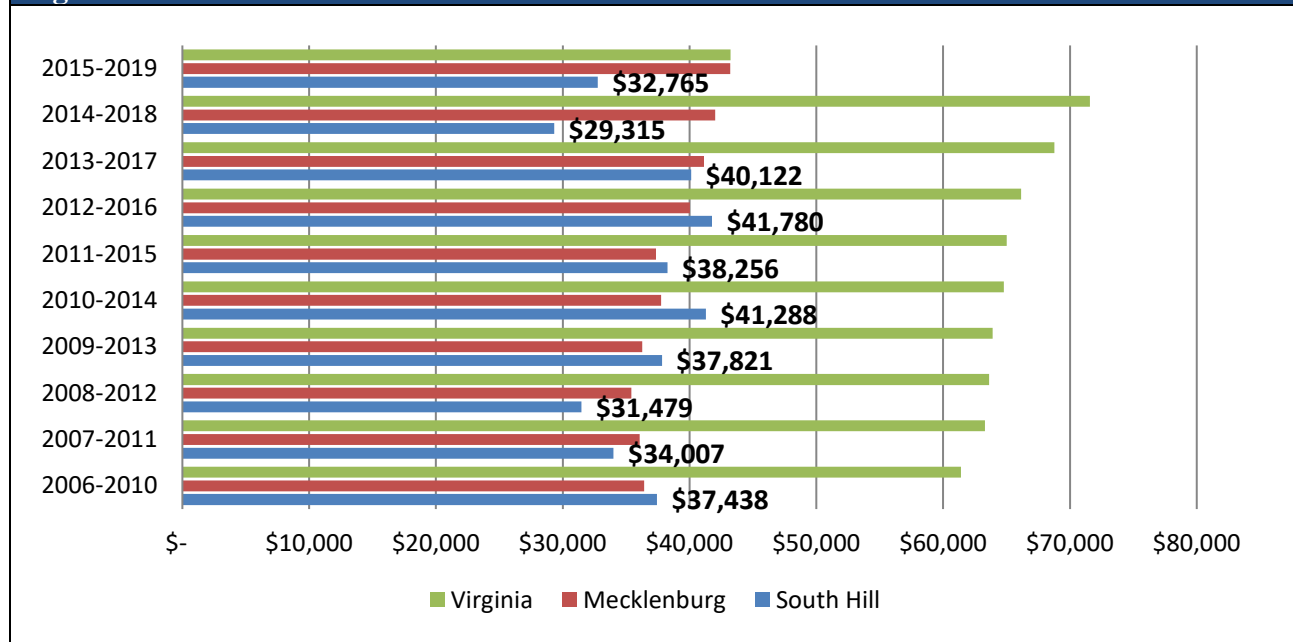
Figure 4: Age Groups Trends



Source: U.S. Census Bureau. 2010 Census.

The median age of residents in South Hill is 40.9, which is lower than the median age for residents in Mecklenburg County (45.8) but higher than the median age for residents in Virginia (37.5). The age of the population has remained relatively constant over the last two decades (2000-2020). While the 18-64 age bracket has decreased by 1%, the 0-17 age bracket has increased by 1% and the 65 and older age bracket remained constant compared to the 2000 Census.

Figure 5: Median Household Income



Source: American Community Survey.

The median household income has decreased in the past decade by approximately 12% (from \$37,438 to \$32,765), which is now lower than the median household income for the County (\$43,207).



COMMUNITY AND HOUSING

Housing:

Figure 6: Housing Demographics		South Hill	%	Mecklenburg	%	Virginia	%
Housing Units		1,990		18,983		3,514,032	
Occupied		1,783	89.6	12,075	63.6	3,151,045	89.7
Vacant		207	10.4	6,908	36.4	362,987	10.3
Owner-Occupied		827	46.4	8,580	71.1	2,087,711	66.3
Renter-Occupied		956	53.6	3,495	28.9	1,063,334	33.7
Year Householder Moved Into Unit	2015 or later	383	21.5	909	7.5	343,974	10.9
	2010-2014	123	6.9	1,245	10.3	479,924	15.2
	2000-2009	445	25.0	2,175	18.0	732,041	23.2
	1990-1999	369	20.7	3,376	28.0	776,063	24.6
	1980-1989	211	11.8	1,988	16.5	399,175	12.7
	1979/earlier	252	14.1	2,382	19.7	419,868	13.3
Median Home Value (owner-occupied)		\$153,900		\$132,600		\$273,100	
Tenure by Year Structure Built	Built 1990 or later	470	23.6	6,812	35.9	1,292,540	36.8
	Built 1960 to 1989	888	44.6	7,527	39.7	1,496,694	42.6
	Built 1939 or earlier to 1959	632	31.8	4,644	24.5	724,798	20.6
Median Selected Monthly Owner Costs	Housing with mortgage	\$1,218		\$1,027		\$1,799	
	Housing w/o mortgage	\$379		\$353		\$479	
Median Contract Rent		\$435		\$462		\$1,057	
Median Gross Rent <i>(rent plus estimated average monthly cost of utilities/fuels if paid by the renter)</i>		\$731		\$695		\$1,234	
Units in Structure	1-unit, detached	1,171	58.8	13,373	70.4	2,165,042	61.6
	1-unit, attached	52	2.6	117	0.6	385,139	11.0
	2 to 4 units	238	12.0	468	2.5	154,236	4.4
	5 to 9 units	330	16.6	489	2.6	164,025	4.7
	10 to 19 units	49	2.5	78	0.4	198,026	5.6
	20+ units	21	1.1	78	0.4	266,908	7.6
	Mobile homes	129	6.5	4,357	23.0	179,512	5.1
	Boat/RV/Etc.	0	0.0	23	0.1	1,144	0.0
Source: American Community Survey 2015-2019.							



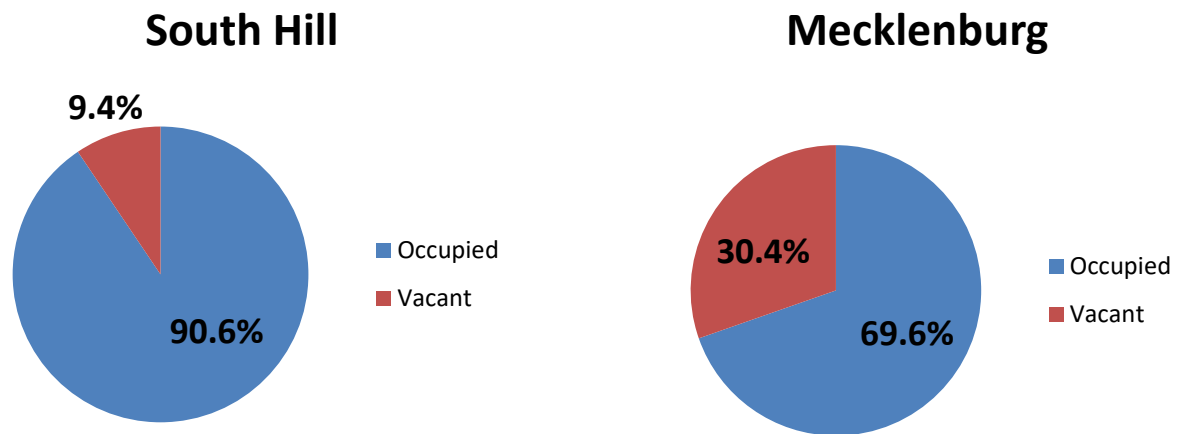
According to the 2015 - 2019 American Community Survey, the Town of South Hill has approximately 1,990 housing units with about 1,783 occupied units. Some notable characteristics of housing in South Hill include the following:



- Approximately 46% of the occupied homes are owner-occupied, and 54% are renter-occupied.
- The median value of occupied housing units is \$153,900, which is more than the median value for Mecklenburg County (\$132,600).
- Approximately 53% percent of residents moved to South Hill since 2000.
- Nearly half of the homes built in South Hill were built before the year 2000.
- Approximately 58% of the housing stock is single-family, detached homes.
- The median housing cost for an owner with a mortgage is \$1,218 a month, and the median gross rent is \$731 a month.

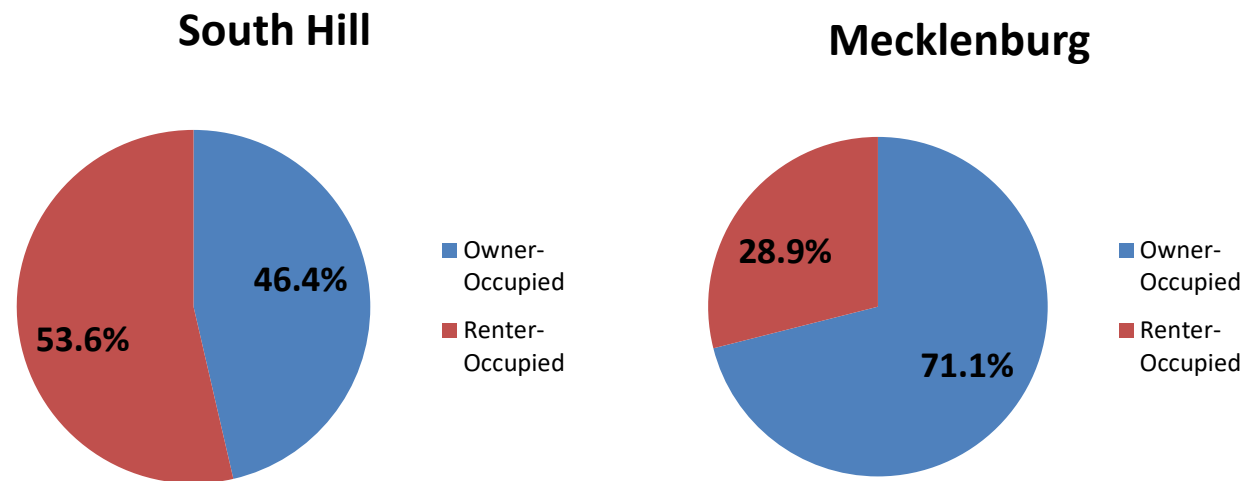


Figure 7: Occupied Units vs. Vacant Units



Source: 2020 Census.

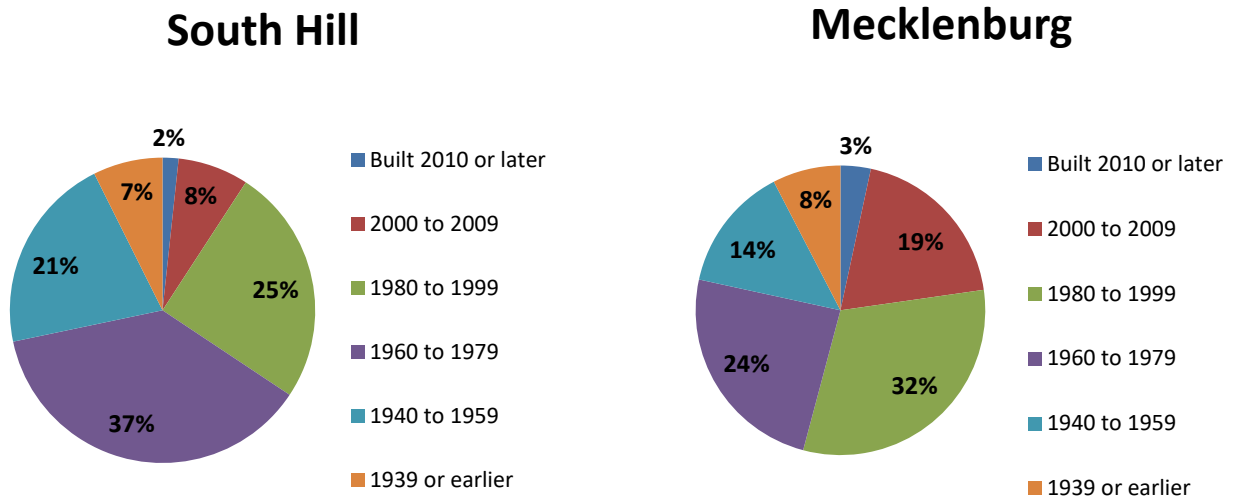
Figure 8: Owner-Occupied Units vs. Renter-Occupied Units



Source: American Community Survey 2015-2019.

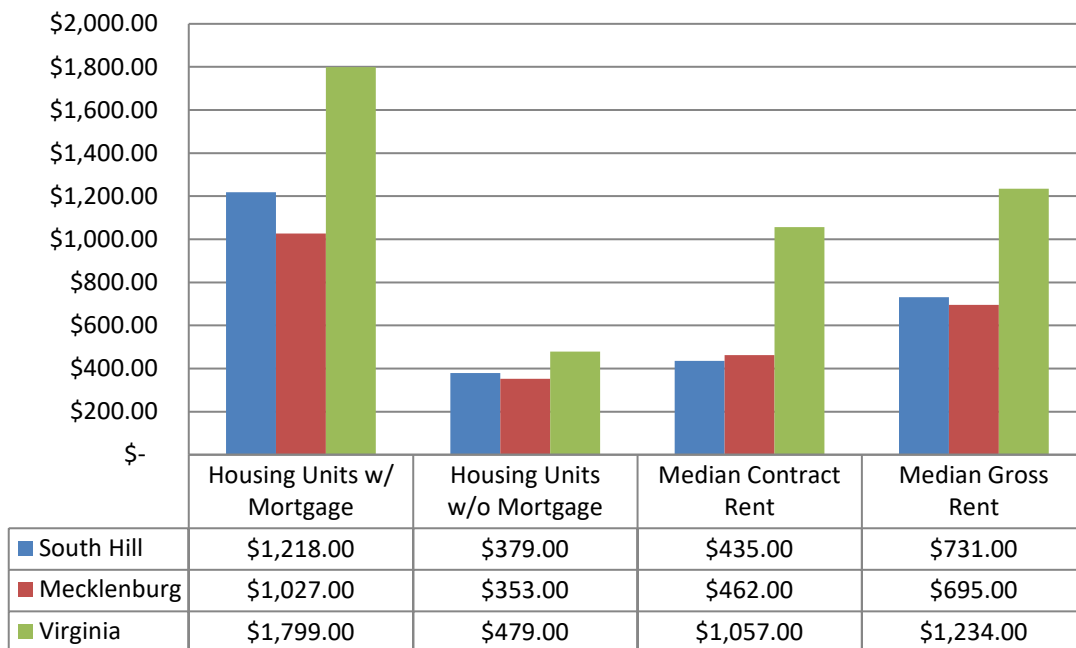


Figure 9: Age of Owner-Occupied Housing Units



Source: American Community Survey 2015-2019.

Figure 10: Median Housing Costs

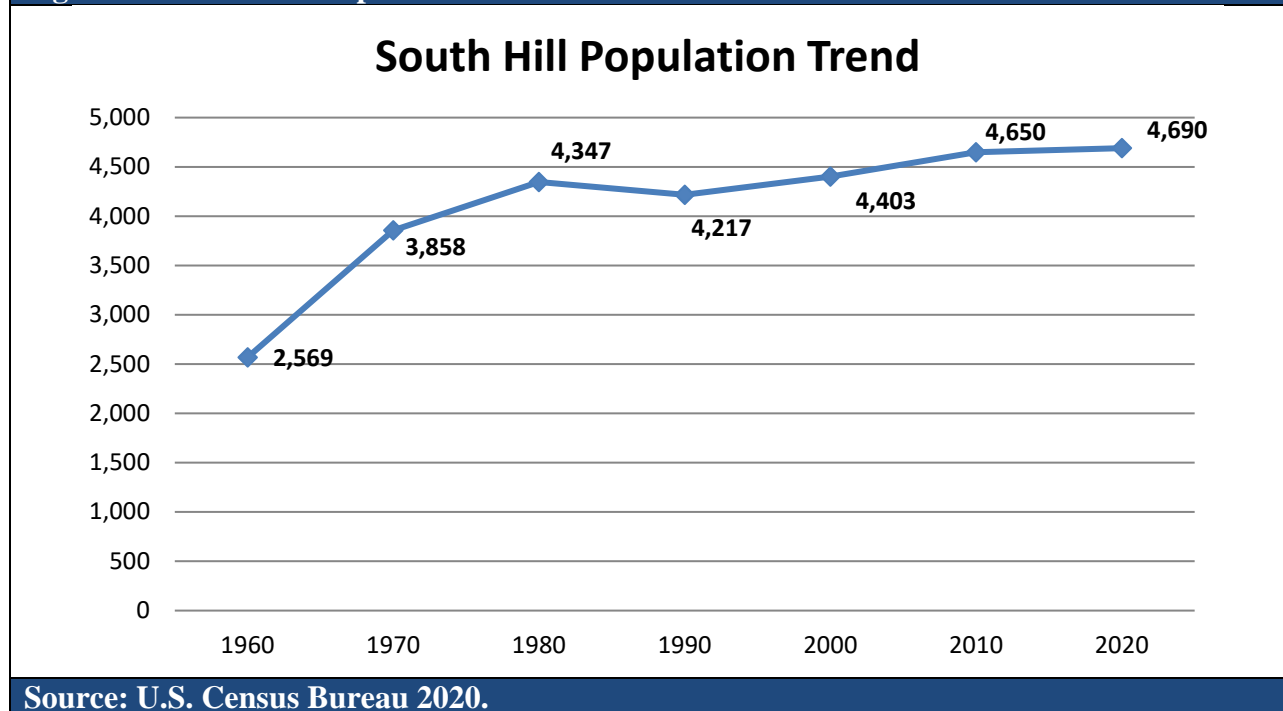


Source: American Community Survey 2015-2019.



Based on the 2020 census data, the Town has experienced a growth rate of approximately 0.9% from 2010-2020. This comes at a time when nearly every other town and county in the surrounding area has seen populations decline. Mecklenburg County saw a 7.4% decrease in the same time span.

Figure 11: South Hill Population Trend



Although the 2020 Census reflected only a slight increase in population, the population had been steadily increasing since 1990. Furthermore, the opening of the new VCU Health Community Memorial Hospital in November 2017 will create over 80 new jobs in South Hill; therefore, a conservative growth rate of 2% was used to project the population in 2020 to be 4,743, and in 2030 to be 4,838. The average household size in Mecklenburg County per the 2010 U.S. Census was 2.08 persons. So, assuming an average of two persons per household, this growth rate projection would result in the need for 47 additional housing units in the next 10 years.

Figure 12 : Projected Growth

Population	2010	2020	2030
South Hill	4,650	4,743	4,838
Housing Units	2,227	2,274	2,322

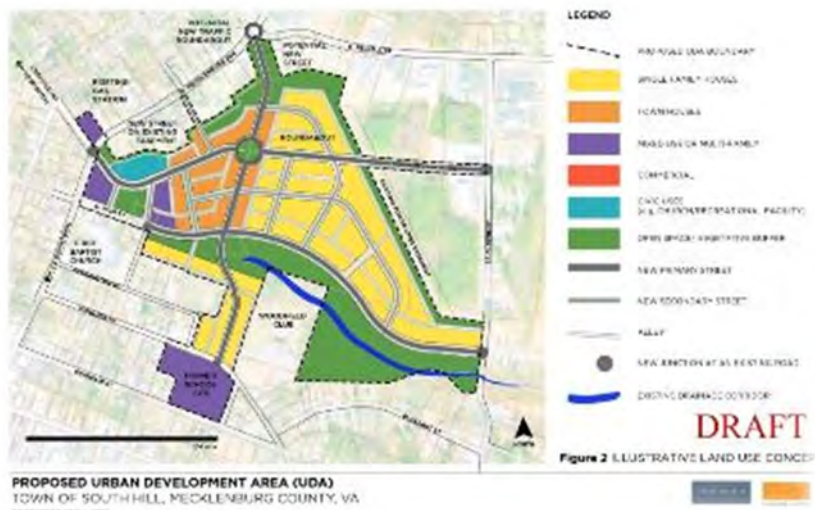
Source: U.S. Census Bureau 2010. Using a 2% estimated growth rate

The Town of South Hill must be equipped to accommodate a growing number of citizens with diverse incomes and backgrounds by making available a variety of affordable, healthy, and safe dwellings. Housing is the dominant land use in the Town, and South Hill serves as an ideal location within Mecklenburg County and the region to expand the availability of housing.



A number of services are provided by the Town of South Hill that complement living within the town boundaries such as police protection, fire protection, emergency services, a library, workforce training facilities, recreational facilities and/or sporting complexes, and much more. Additionally, water, sewer, and refuse/recycling services are more than adequate. Community recreation is available for all ages with a variety of sports being offered. There are public and private schools available in the area as well as churches of various denominations and numerous civic groups. The new VCU Health Community Memorial Hospital opened in November 2017, offering 70 private patient rooms and a long-term care facility with an additional 140 beds.

Encouraging residential development in existing neighborhoods is an obvious way to increase housing stock, but as noted in the focus group meetings, there are suitable undeveloped areas in Town that offer potential for new development as well, namely the Urban Development Area (UDA). In April of 2012, the Town of South Hill added to its Comprehensive Plan an Urban Development Area (UDA) comprised of 76 acres bounded by Mecklenburg Avenue to the west, East Ferrell Street to the north, Franklin Street and Pleasant Street to the South, and Lombardy Street to the east. This undeveloped land area is close to downtown but also convenient to Interstate 85 and U.S. Route 58. Improvements to promote the UDA are eligible for Smart Scale funding from the Department of Transportation. Per Section 15.2-2223.1 of the Code of Virginia, an UDA is defined as follows:



- Areas designated by a locality that may be sufficient to meet projected residential and commercial growth in the locality for an ensuing period of at least 10 but not more than 20 years.
- Areas that may be appropriate for development at a density on the developable acreage of at least four single-family residences, six townhouses, or 12 apartments, condominium units or cooperative units per acre, and an authorized floor area ratio of at least 0.4 per acre for commercial development, or any combination thereof.
- Urban development areas shall incorporate principles of traditional neighborhood design (TND).

Previously undeveloped areas identified on Highway One North / North Mecklenburg Avenue and Raleigh Avenue have experienced growth over the last couple of years. A travel center with two restaurants and a hotel have been constructed along Highway One North, while 18 new apartments were built on Raleigh Avenue.



Several undeveloped properties were of particular interest to focus group members. With the opening of the new VCU Health Community Memorial Hospital anticipated in November 2017, a suitable reuse of the original CMH Hospital on Buena Vista Circle was of top concern to focus group members. VCU has committed to redeveloping the original CMH Hospital so that the structure and/or site will conform and/or enhance the surrounding neighborhood, although the exact plans for redevelopment or reuse were unknown at the time this plan was adopted.

The Town has seen significant residential development in the last three (3) years. In 2019, the former John Groom School on Plank Road was redeveloped into 55 apartments, and the former South Hill Elementary School on Franklin Street was redeveloped into 27 apartments. Additionally, numerous single-family housing units are being developed along Halifax Street.

The Virginia Community Development Block Grant (CDBG) Program, administered by the Department of Housing and Community Development (DHCD), provides funding to eligible units of local government to address critical community development needs, including housing, infrastructure, and economic development. A CDBG is an excellent funding opportunity to revitalize existing neighborhoods with predominantly low- and moderate-income residents. At the time this plan was adopted, the Town was in the process of rehabilitating the West Main Street Project Area, which was divided into two (2) phases. The first phase began at the intersection of West Main Street and South Matthews Street and ended at the intersection of West Main Street and South Thomas Street and included homes on South Marshall Street as well. The second phase began at the intersection of West Main Street and South Thomas Street and ended at the intersection of West Main Street and Opie Road and included homes on South West Street and West Atlantic Street as well. In addition to this project underway, focus group members also recommended the neighborhoods that encompass 1) Bryan Street, Maynard Lane, Wilson Street, Hillcrest Road, Virginia Avenue, and Plank Road; 2) the area referred to as “Taylor Town”, which encompasses Second Street, Third Street, Brook Avenue, Robertson Street and the homes surrounding Oakwood Cemetery; and 3) the homes/apartments along Ferrell Street.

Improving the appearance of neighborhoods and substandard housing conditions through collaboration with property owners to provide a safe and healthy environment for all residents is a top priority for the Town. To achieve this goal, the following strategies were recommended:

- Continue to enforce the Property Maintenance Ordinance and consider necessary amendments to ensure that unsightly and poorly maintained properties are addressed, and unsafe structures removed.
- Address substandard housing conditions by pursuing Community Development Block Grants (CDBGs) and utilizing other methods that encourage cooperative approaches with property owners to improve blighted properties and neighborhoods.

The public input survey revealed that a majority of respondents were either neutral or disagreed that the existing housing stock was sufficient to meet the needs of the community. Furthermore, when asked which types of housing the Town required more of, the top-rated responses were 1) senior housing (50.72%), 2) single family homes (47.1%), and 3) apartments (36.23%). As a result, promoting affordable, residential development in areas targeted for growth



that enhances and complements surrounding neighborhoods and meets the community needs for more diverse housing types is another key objective for the Town. Some recommended strategies to achieve this goal are as follows:

- Encourage the creation of affordable, single-family housing units, ADA-compliant housing, condos/townhomes/apartments, and entry level housing, particularly in undeveloped areas or vacant structures in town.
- Encourage the creation of upper story and/or studio apartments in vacant and multi-level structures in the downtown area. Consider partnering with developers and educating property owners on historic and new market tax credits.
- Support efforts to develop the designated Urban Development Area (UDA).
- Evaluate, encourage, and support opportunities to establish a senior transitional community.

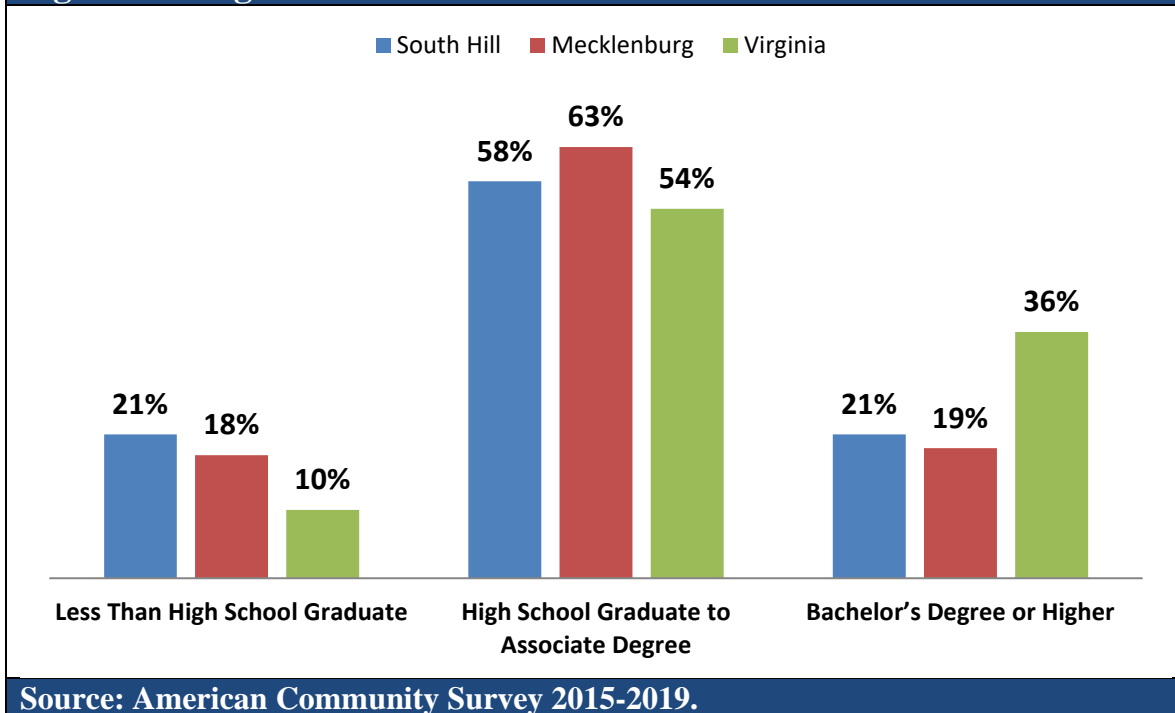
Education:

The public school system is under the jurisdiction and direction of Mecklenburg County. Mecklenburg County will soon operate six (6) school facilities upon completion of the Mecklenburg County consolidated middle and high schools, four (4) of which are in or near the Town of South Hill.

- South Hill Elementary is located within town limits, located at 1290 Plank Road, and had 749 students enrolled in the fall of the 2021-2022 school year. Constructed in 2015, South Hill Elementary is the newest school facility in Mecklenburg County.
- Mecklenburg County Middle School is scheduled to open for the 2022-2023 school year and will be located along Highway 58 and W. Cross Road in Baskerville and is 9 miles from municipal limits. It will accommodate the student populations from Bluestone Middle School (363 in 2021-2022) and Park View Middle School (504 in 2021-2022).
- Mecklenburg County High School is scheduled to open for the 2022-2023 school year and will be located along Highway 58 and W. Cross Road in Baskerville and is 9 miles from municipal limits. It will accommodate the student populations from Bluestone High School (841 in 2021-2022) and Park View High School (842 in 2021-2022).
- La Crosse Elementary, located at 1000 School Circle, La Crosse, is less than 3 miles from South Hill's municipal limits and had 348 students enrolled in the fall of 2021-2022.



Figure 13: Highest Level of Educational Attainment



The schools in Mecklenburg County are well-staffed with high-quality teachers, but improvements to all aging school facilities is vital for future economic development in South Hill, namely the middle and high schools. Beginning in January 2016, a Community Input Study was initiated to reach consensus on how to best address the educational facility needs at the high school and middle school level in Mecklenburg County. To achieve this goal, Crabtree Rohrbaugh & Associates were hired to work with the County Board of Supervisors. The Steering Committee consisted of School Board members, Board of Supervisors members, and community members. Crabtree, Rohrbaugh & Associates facilitated and led a process that included existing facility assessment, evaluation of facility options, and cost analysis.

Community meetings were held in March and May of 2016, and a web-based survey was available until June 2016 to allow stakeholders the opportunity to ask questions and provide input regarding the future use and disposition of the secondary school facilities in Mecklenburg County. On January 17, 2017, the School Board voted in favor of constructing a consolidated middle school and high school complex, contingent on the new school being constructed at a location somewhere between Boydton and Park View High School. On February 13, 2017, the Board of Supervisors agreed to hire an engineering/architectural firm to identify suitable locations for the new consolidated school. Upon adoption of this plan, the Joint Education/Capital Improvement Committee had selected a consultant for site selection, and potential sites would be identified. The Town will continue to maintain open communication and a cooperative relationship with the School Board and Board of Supervisors as developments occurs on the consolidated school facility.





There is also a private school available within town limits, First Christian School, located at 414 N. Mecklenburg Ave. First Christian School provides education to Pre-K through 5th grade and had 147 students enrolled from kindergarten through 8th grade in 2017-2018.

Lake Country Advanced Knowledge Center, located at 118 E. Danville St., is an off-

campus site for Southside Virginia Community College (SVCC) and Workforce Development Center. The center is located in South Hill and features a cybercafé available to the public. The Center offers many career studies and/or certificate programs, including specialized training designed to address the needs of existing industry sectors such as textiles, woodworking, and plastics:



- Manufacturing training center that provides instruction in MIG welding, tool & die, metal fabrication, machining, millwright training, pipe fitter training, electrical, etc.
- Career planning, workshops, and seminars for business, industry, and professionals.
- Affordable degree and non-degree programs and workforce training opportunities.
- Information systems planning.
- High Performance Technology program offers instruction and training in areas including automation and material handling, design, electricity, electronics, quality, manufacturing systems, mechanical processes, and HVAC.
- Distance Education.
- University Parallel curriculum.
- Teacher Re-certification classes.

When respondents were asked in the Public Input Survey what would most likely cause the respondent to leave South Hill, other than employment, the top-rated response was educational opportunities and school quality. The Town will continue to maintain open communication and a cooperative relationship with the Mecklenburg County School Board (MCSB) and promote quality education initiatives. The Town will also foster superior



workforce development by partnering with Southside Virginia Community College (SVCC) to effectively market the Lake Country Advanced Knowledge Center (LCAKC) to current and prospective employers and participate in long-range planning and development to ensure that all workforce development needs are met in targeted sectors of the regional economy. The Town will also partner with SVCC to pursue grant opportunities to expand workforce development training as future growth dictates. Lastly, the Town will collaborate with expanding and locating businesses to determine workforce development needs by supporting and nurturing existing and future educational and continued learning opportunities and facilities. To learn more visit <http://www.southside.edu/> and <https://www.facebook.com/Lake-Country-Advanced-Knowledge-Center-SVCC-230867433603908/>.

Community Facilities:

The Community Facilities and Amenities Map in Appendix I depicts the location of the following major community facilities:

Town Hall, located at 211 S. Mecklenburg Ave., is located in downtown directly across from the Colonial Center for the Performing Arts. At the Town Hall, residents may pay utility bills, pay local real estate/personal property taxes, and apply for local building and zoning permits administered by the Town's own Code Compliance Official. For more information, please visit <http://www.southhillva.org/>.

The Colonial Center for the Performing Arts, located at 220 S. Mecklenburg Ave., is located in downtown directly across from Town Hall and the Farmers Market. The Center is three (3) stories tall. The first floor with its beautiful two (2) lobbies also contains a Welcome Center. The second floor serves as an art gallery and offices, and the third floor has a fantastic view of downtown South Hill from the large Ball Room. The auditorium includes the balcony seats, totaling four hundred. The stage, with its three-story fly house, will welcome a variety of entertainment. It is one of the few remaining vaudeville theatres of its era in Virginia and is listed in the National Register of Historic Places. For more information, please visit <http://colonialcenterva.org/history.php>.



Photo Credit: Virginia Tourism Corp.



R.T. Arnold Library, located at 110 E. Danville St., is in downtown directly across from the Farmers Market. Constructed in 2000, the 15,000 square-foot facility has one of the largest



public library meeting rooms in the state. It offers a “Teen Scene” space complete with touch-screen computers, and a patio space outdoors. For more information, please visit

<http://www1.youseemore.com/mecklib/contentpages.asp?loc=44>.

Farmers Market, located at 105 W. Danville St., is in downtown directly across from the R. T. Arnold Library and the Colonial Center. Opened in 2005, the Farmers Market features three (3) beautiful shelters for local growers, homemade crafters and bakers to sell their goods from 8:00 a.m. to 12:00 p.m. every Saturday during the months of April through October. The Market Square also hosts community fundraisers and special events. For more information, please visit <http://www.southhillva.org/visitor-information/farmers-market>.



Photo Credit: Lisa Clary

Centennial Park, located between East Danville Street and East Main Street, totals 15 acres. It hosts numerous annual festivals and has two (2) tennis courts and two (2) covered pavilions with restrooms. It is also a green area for kids to run and play and has a shaded playground with a wide variety of climbing equipment, swings, sliding boards, etc. For more information, please visit <https://www.facebook.com/CentParkSH/>. The **Veteran's Memorial** is adjacent to Centennial Park.



Photo Credit: Lisa E. Clary



Tobacco Farm Life Museum, located at 306 W. Main St., illustrates the region's rich farming heritage and its ties to the "golden leaf" that has been such an important part of the Town's history. For more information, please visit <https://www.southhillva.org/visitor-information/museums-attractions>



South Hill Chamber of Commerce and the **Model Railroad Museum** share a location at 201 S. Mecklenburg Ave. in the historic South Hill Train Depot. For more information, please visit <http://southhillchamber.com/>. The **Model Railroad Museum** offers a unique and panoramic display of model trains and authentic model scenery representing periods of the local history. The train museum is located in the rear section of the original freight station of the Depot where all the items that came to South Hill by rail were stored until picked up by farmers, residents and businessmen. You can even visit an authentic caboose located on the Depot grounds. For more information, please visit <http://www.southhillva.org/visitor-information/museums-attractions>.



Above: Model Train Museum

Left: South Hill Chamber of Commerce

Parker Park, accessible from Halifax St. and Raleigh Ave. on the west side of town, is a beautiful state of the art sports facility totaling 55 acres. It features nine (9) lighted baseball/softball fields which may be converted to soccer fields, an indoor training facility for baseball/softball, three basketball courts, a sand volleyball court, walking trails/areas, picnic areas and two concession areas with restrooms. Parker Park

frequently hosts district, state and national baseball/softball tournaments and has hosted several World Series tournaments. For more information, please visit <https://www.facebook.com/pages/Parker-Park/123445077702979>.



Photo Credit: Ken Currin
© 2011 Ken Currin

VCU Health Community Memorial Hospital (CMH) In April 2014, the Virginia Commonwealth University Health System and Community Memorial Hospital (CMH) announced an agreement to join operations to expand the range and depth of healthcare delivery for residents of Southside Virginia and northern North Carolina. In October 2015, VCU Health CMH broke ground on a new, state-of-the-art, 166,700 square foot facility at 1755 N. Mecklenburg Ave. near Interstate 85 Exit 15. VCU Health CMH provides a wide array of in-patient services, including acute care and long-term care along with many outpatient programs such as home health, hospice and many others. Areas of Specialty include Cancer and Specialty Care, Dialysis, Cardiology & Pulmonology, Ear, Nose & Throat, Exercise Therapy Center, Family Care Center, The Hundley Center - Extended Care Facility, Orthopedic Service, Pain Management Services, Rehab Center, Surgical Services, Urological Services, and Women's Health Services. A 50,000 square foot Medical Services Center, attached to the new VCU Health Community Memorial



Architect's Rendering of New Hospital

Hospital, will house the CMH Family Dental Clinic, Phase II Cardiac Rehab Center, educational and meeting rooms, sleeping quarters for Medical College of Virginia (MCV) residents doing clinical rotations at CMH, practice offices for additional specialists from MCV and additional shelled space for future expansion. In addition, it will house the following provider practices: CMH Cardiology & Pulmonology, CMH Family Care Center, CMH Women's Health Services, CMH Surgical Services, CMH Orthopedic Service, CMH Ear, Nose & Throat, CMH Urological



Services and CMH Pain Management Services. For more information, please visit <https://www.vcu-cmh.org/community-memorial-hospital>.

The Woodfield Club, located at 509 Daniel St., features a swimming pool, tennis courts and a club house. For more information please call (434) 447-1099.

South Hill Country Club, located at 3061 Country Club Road in La Crosse, is less than 2 miles from municipal limits and features a nine-hole, private equity course offering 2,900 yards of golf from the longest tees. The facilities also include a swimming pool, driving range and a club house. For more information, please visit <http://www.shccgolf.org/>.

Hendrick Cancer & Rehab Center and the **Solari Radiation Therapy Center** are located at 750 Lombardy St. CMH Cancer and Specialty Care is provided by VCU Health Community Memorial Hospital in partnership with VCU Massey Cancer Center – through VCU Medical Center, traditionally known as Medical College of Virginia (MCV). Services include outpatient medical hematology-oncology and radiation oncology. CMH-Massey is the only radiation therapy provider in Southern Virginia. With both medical and radiation oncology services, CMH-Massey can provide the most cancer treatment options in the region and conveniently deliver this first-rate cancer care. <http://www.vcu-cmh.org/content/CMHCancerandSpecialtyCare.htm>.



Pine View Assisted Living Facility, located at 621 Academy Ln., opened in 1988 with a new addition completed in 1991. The facility offers 32 rooms, a large dining room, a lounge, and an outdoor courtyard. For more information, please visit <http://www.pvalf.com/>.



South Hill American Legion Hall (Post 79), located at 219 Brook Ave., has played a vital role in the community since it was chartered in 1929. With the help of bingo, the Posts' primary source of income, Post 79 helps sponsor numerous sports, youth, and community service projects throughout the surrounding area as well as lending support at the State and National level. Post 79 holds its regular meeting the first Wednesday of each month at 8:00 p.m. and visiting Legionnaires are always welcome. For more information, please visit <http://www.alvapost79.webs.com/>



South Hill Moose Lodge, located at 1201 W. Danville St., offers social quarters available for charitable events, and a family center gym and indoor pool. For more information, please visit <http://lodge1872.moosepages.org/>

Veterans of Foreign Wars (VFW) (Post 7166), located at 1474 N. Mecklenburg Ave., serves veterans, military families, and the community. For more information, please visit <http://myvfw.org/va/post7166/>

Tobacco Heritage Trail (THT) is a system of long distance, recreational, multiuse, non-motorized trails resulting from the efforts of the Roanoke River Rails to Trails (RRRT). More than 150 miles of abandoned railroad corridor have been identified within the Southside Planning District region consisting of Halifax, Mecklenburg, and Brunswick County. The fully developed THT is anticipated to extend into other Southern Virginia Counties, including Charlotte, Lunenburg, Greensville, and Pittsylvania, and connect with other communities' greenways and trails. THT has been identified as a part of the East Coast Greenways and Beaches to Bluegrass trail systems. The five (5) mile connection between South Hill and La Crosse is winding and hilly. There is beautiful countryside filled with trees and pastures to enjoy, but this on-road route is best for experienced cyclists. Even though there is not an official trailhead for the Town of South Hill, there is plenty to see and experience. If you want to begin your trail journey in South Hill, you are welcome to park in the downtown Market Square parking lot on South Mecklenburg Avenue, Sunday-Friday. Saturdays, the Market Square is home to the Farmers Market and parking is available across the street at the public library. Then travel on Goodes Ferry Road towards the Town of La Crosse. <http://tobaccoheritagetrail.org/on-the-trail/>



Photo Credit: Sarah Hauser

South Hill has two (2), 24-hour gyms/fitness centers. **The Fit Club Health and Fitness Center** is located at 928 Cycle Ln., and the **Freedom Life Fitness Center** is located at 813 N. Mecklenburg Ave. For more information visit <http://www.thefitclubva.com/> and <https://www.facebook.com/Freedom-Life-Fitness-121309934546080/>.

South Hill Cinemas, located at 833 E. Atlantic St., is currently vacant but offers 2 movie screens if a tenant can be found.



Whittles Mill, located at 1793 Bridge Rd., is approximately 5.5 miles from municipal limits. The Town purchased the Whittles Mill Dam and adjacent property on both the Mecklenburg and Lunenburg sides of the Meherrin River in 1963. The property is located off Highway 47 and consists of 34½ acres and an old stone dam built circa 1805. It is among the oldest man-made structures standing in the area on the beautiful Meherrin River. South Hill is making a major effort to preserve and improve the historic site by making it more visitor friendly and including put-in/take-out facilities for canoe and kayak enthusiasts. It features a sandy beach and calm waters and is also a great area for fishing or camping. For more information, please visit <http://www.whittlesmill.org/>.



Photo Credit: Lisa Clary

There are also numerous civic clubs and organizations available to residents. For a list of the most known civic clubs and organizations, please visit the Town website at <http://www.southhillva.org/living-in-south-hill-va/clubs-organizations>.

Increasing access to diverse recreational opportunities for all age groups to improve the quality of life for residents, encouraging healthy living, and enhancing tourism efforts is a primary concern for the Town. Recommended strategies to achieve this goal include the following:

- Collaborate with civic groups, private businesses, and non-profit organizations to provide diversified indoor and outdoor recreational opportunities, programs, and facilities for residents. Explore opportunities to provide safe social and recreational outlets for teens and young adults.
- Partner with other localities, funding agencies, and local groups and businesses to plan for and pursue outdoor recreation opportunities on John H. Kerr Reservoir/Buggs Island Lake and Lake Gaston to increase tourism and economic development efforts. Collaborate with federal and state agencies to determine opportunities and funding.



ECONOMIC DEVELOPMENT

South Hill is well positioned for economic development being conveniently located off Interstate 85 and U.S. Highway 58. Additionally, it is approximately 80 miles from Richmond, VA or Raleigh, NC, and it is just a short 50-minute commute to large shopping centers either north or south. South Hill is the major retail center for the surrounding area, hosting several major department stores, large grocery stores, and a variety of specialty shops. With great highway access, fiber broadband, reasonable tax rates, tax incentives and job grants, and a skilled workforce, South Hill makes an ideal location for prospective employers.

Figure 14: 50 Largest Employers in Mecklenburg County

1. MCV Hospital	26. 7-Eleven
2. Mecklenburg County School Board	27. Care Advantage
3. Walmart	28. Total Image Solutions, LLC
4. Food Lion	29. Town of South Hill
5. Jeanswear Distribution LLC	30. Southside Medical Management Inc
6. Microsoft Business Solutions	31. Hardee's
7. County of Mecklenburg	32. Nipro Glass Americas Corp
8. T5 Data Centers LLC	33. Rex Materials of Virginia Inc
9. Parker Oil Company, Inc.	34. Mecklenburg Electric Co-operative
10. Unique Wholesale Distributors LLC	35. Dolgencorp LLC
11. Eastern Region Field Unit	36. Newmart Buildings Inc
12. The Home Depot	37. American Industrial Heat Transfer
13. Global Safety Textiles LLC	38. Bojangles
14. United Call Center Solutions LLC	39. Postal Service
15. Nucor Buildings Group SC	40. 313 Franklin LLC
16. Southside Community Services	41. CMH Physicians Services
17. Chase City Nursing and Rehab Center	42. Xcel Admin America Inc
18. Southern Textile Service	43. Loves Travel Stops & Coun Inc
19. McDonald's	44. BGF Industries Inc.
20. Penmac Personnel Services	45. Bigg's Construction Company
21. Cracker Barrel Old Country Store	46. Personal Homecare Inc
22. Clarksville Health & Rehab Center	47. Quik Fuel, Inc.
23. Monroe Tree Services Division	48. Palletone of Virginia LLC
24. VDOT	49. U.S. Department of Defense
25. Lake Country Area Agency on Aging	50. Electronic Data Systems Corp

Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 3rd Quarter (July, August, September) 2021.

Many of the top employers for Mecklenburg County (shown above in Figure 14) are in South Hill, making it the largest employment center in the County. Moreover, the Town designated by the Economic Development Administration (EDA) as an economic development growth center.



Figure 15: Employment by Industry and Average Weekly Wage in Mecklenburg County

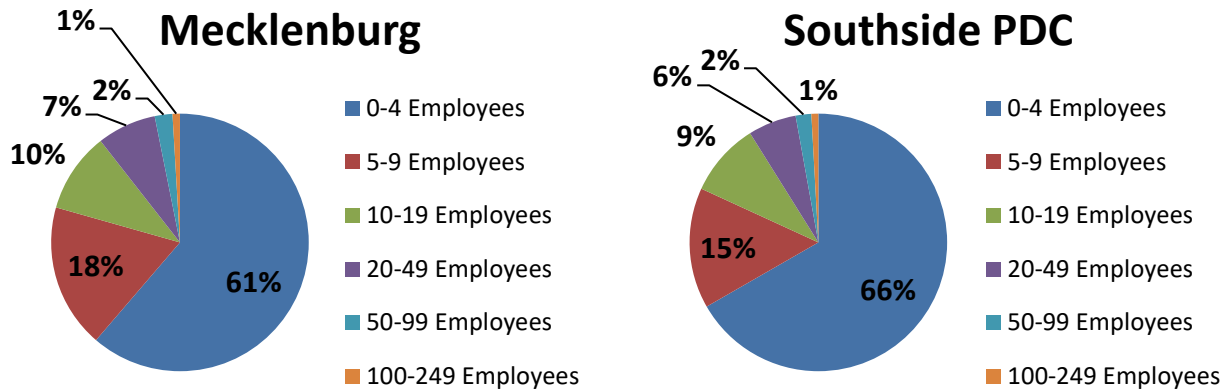
Employment By Category	No. of Employees	% of Total	Avg. Weekly Wage
1. Health Care/Social Assistance	1,921	15.6%	\$953
2. Retail Trade	1,719	13.9%	\$534
3. Government Total	1,598	12.9%	\$999
Federal Government – 111, \$1,349			
State Government – 330, \$853			
Local Government – 1,157, \$795			
4. Accommodation/Food Services	1,077	8.7%	\$337
5. Manufacturing	886	7.2%	\$825
6. Administrative/Support/Waste Management	544	4.4%	\$633
7. Professional/Scientific/Technical Service	425	3.4%	\$1,340
8. Wholesale Trade	407	3.3%	\$1,668
9. Construction	403	3.3%	\$776
10. Other Services (Except Public Administration)	388	3.1%	\$513
11. Transportation and Warehousing	378	3.1%	\$836
12. Agriculture/Forestry/Fishing/Hunting	209	1.7%	\$796
13. Finance and Insurance	201	1.6%	\$1,039
14. Information	137	1.1%	\$822
15. Management of Companies/Enterprises	127	1.0%	\$1,444
16. Real Estate/Rental/Leasing	108	0.9%	\$787
17. Utilities	88	0.7%	\$1,772
18. Arts/Entertainment/Recreation	74	0.6%	\$335
19. Education Services	54	0.4%	\$682
20. Unclassified	36	0.3%	\$745
21. Mining/Quarrying/Oil & Gas Extraction	0	0%	\$0

Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 3rd Quarter (July, August, September) 2021.

According to the Virginia Employment Commission’s Economic Information and Analytics for the third quarter in 2021, *Health Care and Social Assistance* was the largest industry in Mecklenburg County, accounting for 15.6% of the workforce. VCU Health Community Memorial Hospital was the largest employer in Mecklenburg County. *Retail Trade* ranked second, accounting for 13.9% of the workforce; *Accommodation/Food Services* was the fourth largest sector, accounting for 8.7% of the workforce; and *Manufacturing* ranked fifth with 7.2% of the workforce. All levels of the *Government* combined to rank second, accounting for 12.9% of the workforce.

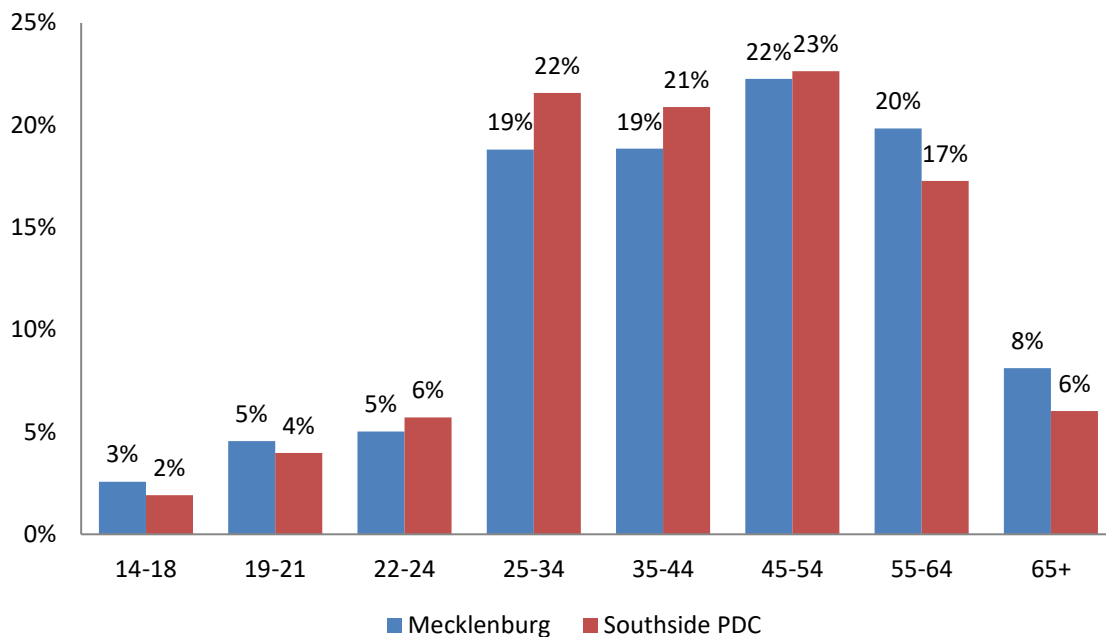


Figure 16: Employers by Size of Establishment



Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 3rd Quarter (July, August, September) 2021.

Figure 17: Age of Workers

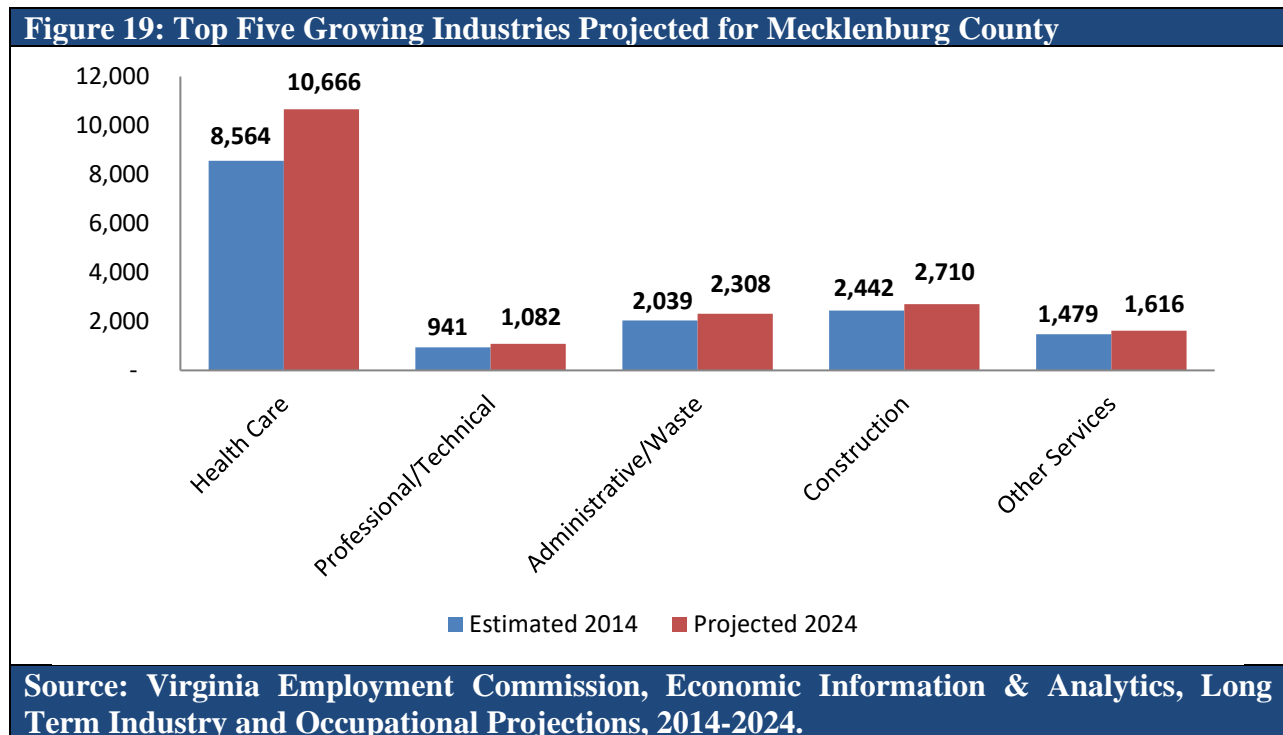


Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 3rd Quarter (July, August, September) 2016.

On par with the region, 79% of employers have nine (9) or less employees, and a majority of the workforce is comprised of persons 35 to 64 years old.



Figure 18: Projections for Top Ten Industries in Mecklenburg County			
Industry	Estimated 2014	Projected 2024	Percent
1. Health Care and Social Assistance	8,564	10,666	24.54%
2. Educational Services	7,436	8,096	8.88%
3. Retail Trade	6,137	6,315	2.9%
4. Manufacturing	5,119	4,649	(9.18%)
5. Accommodation and Food Service	3,972	4,160	4.73%
6. Construction	2,442	2,710	10.97%
7. Transportation/Warehousing	2,421	2,593	7.1%
8. Administrative/Support/Waste Mgmt.	2,039	2,308	13.19%
9. Other Services (Other than Public Admin.)	1,479	1,616	9.26%
10. Wholesale Trade	1,268	1,284	1.26%
Source: Virginia Employment Commission, Economic Information & Analytics, Long Term Industry and Occupational Projections, 2014-2024.			



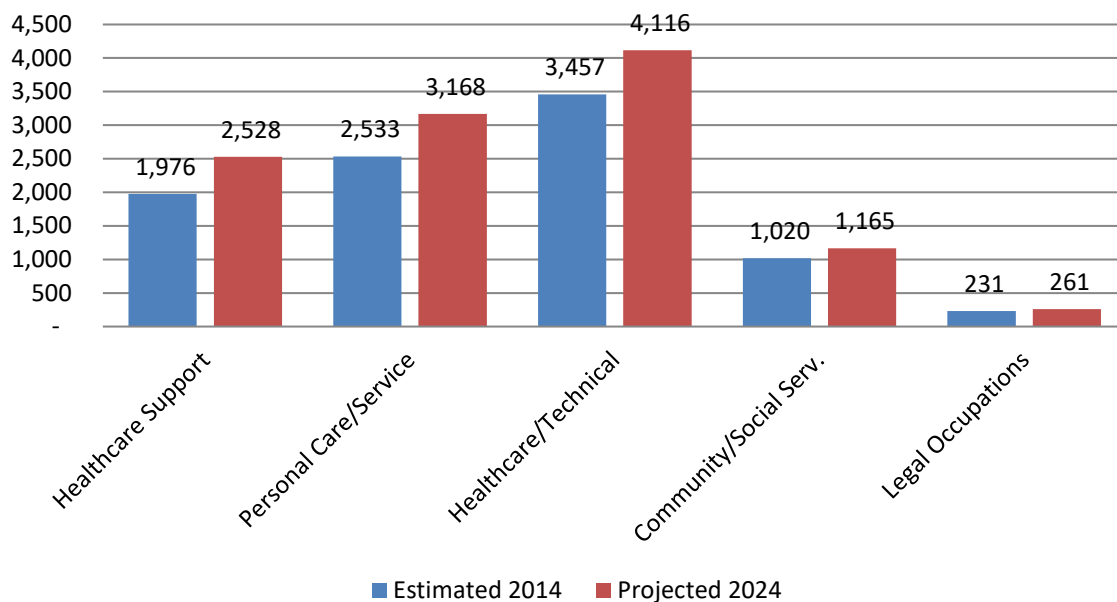
The Virginia Employment Commission is anticipating *Health Care and Social Assistance*, *Educational Services*, *Retail Trade*, *Manufacturing*, and *Accommodation and Food Services* to be the largest industries, by employment numbers, in Mecklenburg County in 2024. However, the highest percentage growth is anticipated in the industries of *Health Care and Social Assistance* (24.54%); *Professional, Scientific, and Technical Services* (14.98%); *Administrative and Support and Waste Management* (13.19%); *Construction* (10.97%); and *Other Services (except Public Administration)* (9.26%).



Figure 20: Projections for Top Ten Occupations in Mecklenburg County

Industry	Estimated 2014	Projected 2024	Percent
1. Office/Administrative Support	8,045	8,334	3.59%
2. Sales and Related Occupations	5,211	5,372	3.09%
3. Education/Training/Library	4,786	5,284	10.41%
4. Transportation/Material Moving	4,660	4,900	5.15%
5. Food Prep/Serving Related Occupations	4,286	4,563	6.46%
6. Production Occupations	4,279	3,932	(8.11%)
7. Healthcare/Technical	3,457	4,116	19.06%
8. Construction/Extraction	2,747	2,967	8.01%
9. Personal Care/Service	2,533	3,168	25.07%
10. Installation/Maintenance/Repair	2,467	2,632	6.69%

Source: Virginia Employment Commission, Economic Information & Analytics, Long Term Industry and Occupational Projections, 2014-2024.

Figure 21: Top Five Growing Occupations in Mecklenburg County

Source: Virginia Employment Commission, Economic Information & Analytics, Long Term Industry and Occupational Projections, 2014-2024.

The Virginia Employment Commission is anticipating occupations in *Office and Administrative Support*; *Sales and Related*; *Education, Training and Library*; *Transportation and Material Moving*; and *Food Preparation and Serving* to be the largest, by employment numbers, in Mecklenburg County in 2024. However, the highest percentage growth is anticipated in the occupations of *Healthcare Support* (27.94%); *Personal Care and Service* (25.07%); *Healthcare Practitioners and Technical* (19.06%); *Community and Social Service* (14.22%); and *Legal* (12.99%).



Regional Perspective:

The Town and County are located in the Southside Planning District (PDC 13). The Southside PDC encompasses Halifax, Mecklenburg, and Brunswick Counties. South Hill is also encompassed in the region served by the Virginia's Growth Alliance (VGA). Founded in 2012, the VGA is a regional economic development team comprised of the counties of Amelia, Brunswick, Buckingham, Charlotte, Cumberland, Greensville, Lunenburg, Mecklenburg, Nottoway, and Prince Edward, as well as the City of Emporia.

The region is actively working towards meeting four (4) basic needs of business:

1. Having a suitable location (site/building) to do business;
2. Providing a good workforce;
3. Providing a low cost of doing business initially and over the long haul; and
4. Fostering a strong public/private partnership.

Southside Planning District Commission:

The Southside PDC is a designated Economic Development District by the Economic Development Administration (EDA) and is therefore responsible for composing a Community Economic Development Strategy (CEDS) for the region. The identified goals in the 2020-2025 CEDS include:

Business, Industry, and Job Creating: Increase employment opportunities for the Region through the creation of an environment attractive to new businesses and expanding industries utilizing improved economic programs and services.

Infrastructure and Transportation Improvements: Improve and expand existing infrastructure, provide a safe, efficient transportation network, and promote reliable broadband access to encourage economic growth and expansion across the Region.

Community Development and Quality of Life Initiatives: Promote community development and enhance quality of life by increasing the availability of affordable housing and childcare, revitalizing downtowns, and preserving the Regions' historic and natural resources, while promoting the area to tourists.

Education and Workforce Training Programs: Expand educational opportunities for youth and provide a versatile workforce training network, including advanced technical skill certifications, to strengthen the Region's overall workforce skillset and promote wage growth.

Virginia's Growth Alliance:

In 2013, Mangum Economics completed a regional profile and workforce development assessment known as An Economic Workforce Evaluation of Targeted Industry Sectors in the Virginia Growth Alliance. This study looked at the existing economic patterns and the economic



A detailed map of Virginia showing its county boundaries and major cities. The map is color-coded by region: Northern Virginia (shades of blue and green), the Shenandoah Valley (shades of orange and yellow), the Piedmont (shades of green and yellow), and the Tidewater region (shades of blue and green). Major cities are marked with yellow dots and labeled, including Washington, D.C., Arlington, Alexandria, Fairfax, Loudoun, Loudwell, Charlottesville, Staunton, Winchester, Harrisonburg, Roanoke, Salem, and Norfolk. The map also shows the Potomac River to the west, the Shenandoah River to the north, and the Chesapeake Bay to the east. An inset map in the top right corner shows the location of Virginia within the Eastern United States.

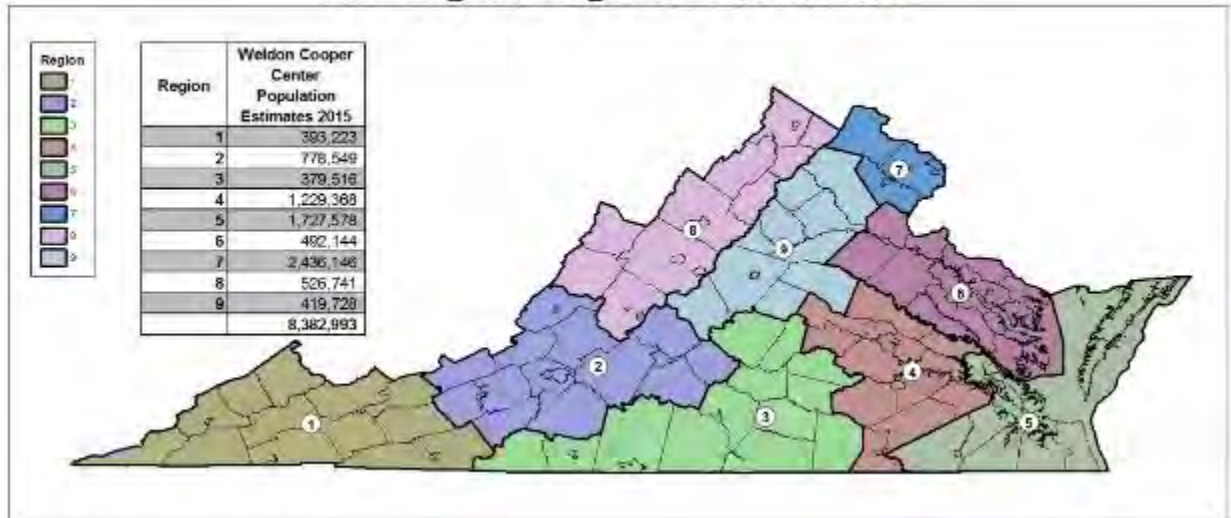
The VGA region also embarked on a process using the Stronger Economies Together (SET) model of engaging a broad cross-section of stakeholders to develop a strategic plan. The devoted stakeholder group met four hours monthly for 8 months from November 2012 to May 2013 to develop Strategies for Cultivating Growth. This Strategic Economic Development Plan integrates the combined thinking of the stakeholder group, the recommendations of the local economic development professionals and the staffs of the Virginia Economic Development Partnership, Department of Housing and Community Development, USDA-Rural Development, VA Tech, and the Virginia Tourism Corporation. The following four (4) goals and objectives were identified:

- 
- You'll like the view from

GO Virginia: Region 3

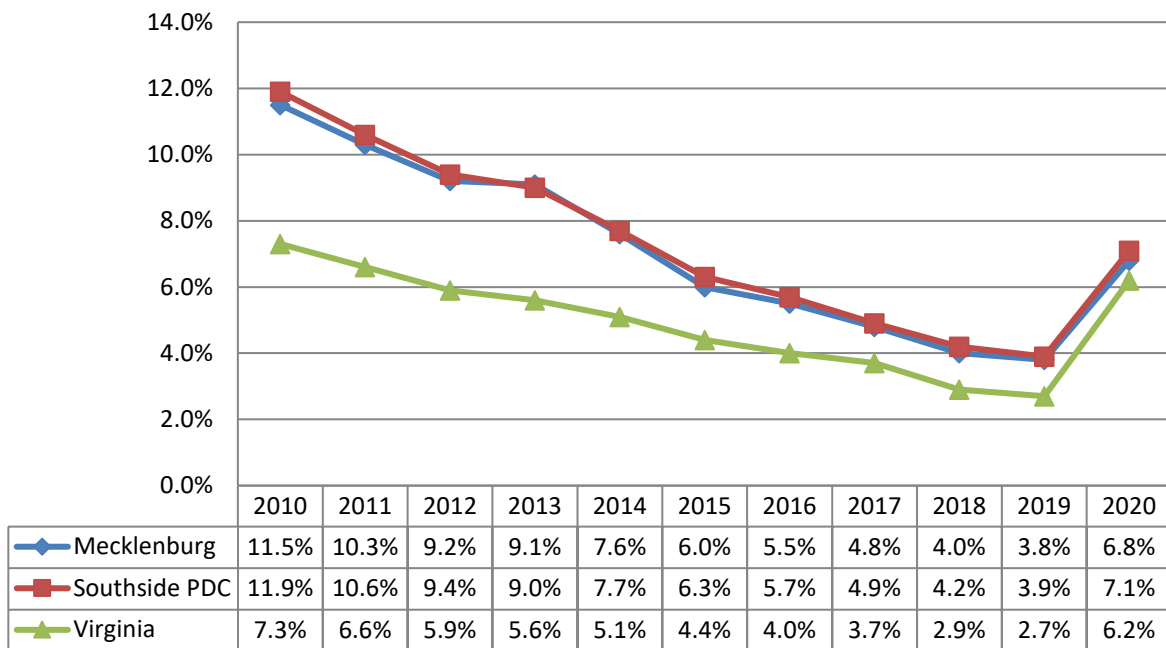
Starting in 2016, the Virginia Initiative for Growth and Opportunity, known as GO Virginia, began to take form. GO Virginia is a coalition of business, higher education, and community leaders who believe that Virginia's economic future depends on strong private-sector growth and job creation in every region of the Commonwealth. The Virginia Growth and Opportunity Board has representation from the House and Senate, Gubernatorial appointments, private sector leadership and is representative of the diversity of the commonwealth. The board's mission is to encourage collaboration among business, education, and government in each region on activities that will enhance private sector growth and opportunity, economic competitiveness, and alignment of workforce development programs with the needs of employers in the region. Upon adoption of this plan, regional councils were being organized.

GO Virginia Regional Boundaries



Unemployment Trends:

Figure 22: Trend in Unemployment Rates



Source: Virginia Employment Commission, Economic Information & Analytics, Local Area Unemployment Statistics.

The chart above illustrates the unemployment rates from the Virginia Employment Commission from 2010 to 2020 for Mecklenburg County, the Southside PDC Region, and the state of Virginia. The data indicates that unemployment numbers were on a downward trend in the county, region and state from the Great Recession that began in December 2007 and ended in June 2009, making it the longest recession since World War II. However, the COVID-19 Pandemic resulted in unemployment rates to rise again in 2020. In 2013, South Hill experienced the loss of three (3) large employers: Home Care Industries (113 jobs), Peebles Headquarters (180 jobs), and International Veneer Company (100 jobs). Despite these setbacks, South Hill continues to rebound and has hired a Business Development Specialist to partner with County and State economic development organizations to attract more businesses to the region.

BGF Industries, Inc., a US manufacturer of innovative technical fiber materials for global market, is under new ownership; as a result, the Town is hopeful there will be corporate decisions to expand in the future. One Jeanswear, formerly known as Jones Apparel Group USA, Inc., is an apparel distribution company that is also under new ownership and has increased distribution activities. The Town is hopeful there will be corporate decisions to expand One Jeanswear as well in the future. Additionally, in July 2017 the Mecklenburg County Industrial Development Authority completed construction of an expandable 50,000 square-foot shell building on a 10-acre site in the Roanoke River Regional Business Park. Although it is not located in municipal limits, the shell building is only 2 miles from South Hill; therefore, the Town will receive ancillary benefits from any economic development that occurs at this site.



Commercial Corridors:

The commercial activity in the Town continues to be healthy overall, and the Town remains a regional center for commerce. Commercial development continues to spur along E. Atlantic Street and near the interchange between U.S. Highway 58 and Interstate 85. Five Guys Burgers and Fries restaurant constructed a brand-new facility at 1015 E. Atlantic Street, off U.S. Highway 58, and opened in May 2013. About this time, the Boyd Honda dealership opened a new facility at 1121 E. Atlantic Street in front of Walmart off of U.S. Highway 58. CVS relocated to a brand new, larger facility in front of Food Lion at 807 E. Atlantic Street in August 2014, and Dollar Tree relocated to a new, larger facility along U.S. Highway 58 at 1250 E. Atlantic Street in November 2015. In July 2016, Luca's Italian Restaurant opened at 932 Cycle Lane off U.S. Highway 58 alongside The Fit Club, the Town's second gym/fitness center, at 928 Cycle Lane. Harbor Freight, a discount tool and equipment retailer, opened in July 2016 in the former Farmer's Foods location at 908 E. Atlantic Street.

Other new or relocating businesses along the E. Atlantic Street corridor since the last plan update include the Discount Furniture Center, Virginia Homes sales office, Microtel Inn, Boyd Chrysler Jeep Dodge Ram dealership, Pizza Hut Express, and a Starbucks (under construction).

A focus group comprised of nine (9) business leaders, four (4) planning commission members, the Code Compliance Official, and the Town Manager met several times to discuss the needs and desires for economic development in South Hill. The recommendations of these meetings combined with the responses of the Public Input Survey formed the basis for the economic development goals and strategies identified in this Comprehensive Plan. When asked what the most important priorities should be for economic development in the next 15 to 20 years in the Public Input Survey, the top-rated responses among respondents were 1) attracting new industry (61.64%), 2) expanding or creating new retail shopping areas (50%), and 3) supporting and expanding existing small businesses (44.52%). When asked what the most important priorities should be for land use and development in the next 15 to 20 years, the top-rated responses among respondents were 1) encouraging redevelopment of deteriorated areas and buildings (70.14%), 2) encouraging commercial and business development (56.94%), and 3) providing a mix of housing, shopping and employment together in one area (40.28%). Therefore, encouraging and supporting potential redevelopment options for vacant properties, undeveloped land or underutilized buildings throughout Town is a key objective towards achieving the future vision of South Hill. The strategies identified to achieve this goal are as follows:

- Collaborate with other localities, utility providers and private partners to promote and facilitate the expansion and development of broadband and telecommunication services and natural gas as a tool for economic development and to improve quality of life for residents.
- Collaborate with local and regional agencies and private partners to promote and facilitate the expansion and/or development of emerging technology opportunities, such as renewable/alternative energy. Opportunities should not be detrimental to the visual appearance or future utilization of the Town or surrounding neighborhoods, and emphasis should be focused on opportunities that can utilize the readily available workforce and offer well-paying jobs.



- Collaborate with Mecklenburg County to increase awareness and utilization of the enterprise zone.
- Partner with VCU to redevelop or repurpose the former CMH Hospital on Buena Vista Circle for an end use that is compatible with the surrounding neighborhood.
- Encourage and support appropriate commercial, manufacturing, and industrial development opportunities in the undeveloped or underutilized properties along the Highway 58 corridor and Maple Lane.
- Collaborate with property owners to encourage and support appropriate commercial, manufacturing, and industrial development in the undeveloped areas and vacant structures along West Danville Street. Encourage and promote mixed-use development where feasible.

There has also been major development on the north side of town with the construction of the new VCU Health Community Memorial Hospital. As stated previously, in October 2015 VCU Health CMH broke ground on a new, state-of-the-art, 166,700 square foot facility with 70 private patient rooms at 1755 North Mecklenburg Avenue near Interstate 85 Exit 15. In January 2017, it was announced that a 50,000 square foot Medical Services Center will be built concurrently with and attached to the new VCU Health CMH. Since CMH became affiliated with VCU in 2014, more than 80 jobs have been created and more than 20 new providers have been hired. For more information on the new hospital please refer to page 44 under the Community Facilities section. With the construction of a new hospital, Highway One North / North Mecklenburg Avenue will undoubtedly see exponential growth in the coming decade. In September 2017, a new hotel, the Holiday Inn Express, was constructed across from the new VCU Health Community Memorial Hospital and Love's Travel Shop, bringing the hotel room count in South Hill to nearly 600.



Ensuring responsible economic growth along Highway One North while maintaining an attractive gateway into Town is a top economic development priority for the Town. To achieve this goal, the Town will encourage and support the recruitment of complementary businesses such as restaurants, professional service businesses, hotels, medical service facilities, and shopping outlets. The Town will also consider zoning adjustments to allow multi-use development along Highway One North to accommodate a mixture of commercial and residential growth and allow for open space/vegetative buffers. South Hill will also collaborate with VDOT, businesses, and private property owners to improve the appearance of gateway and commercial corridors, including, but not limited to, Highway One North, in such a way that compliments and enhances the Town's image and surrounding neighborhoods. The Town will



consider improvements to signage, landscaping and lighting and develop a plan for phasing of gateway improvements.

Downtown:

Creating a robust and vibrant downtown that caters to South Hill residents while also attracting travelers and visitors is a key component to the Town's future vision. The recommended strategies to achieve this goal include the following:

- Consider a grant incentive that motivates property owners to make façade improvements to storefronts to make the downtown area more attractive and inviting.
- Encourage the recruitment of additional restaurants and/or food establishments, retail businesses, and specialty stores in vacant downtown storefronts.
- Support and encourage local and regional efforts to market and utilize the Southern Virginia Food Hub to encourage entrepreneurship, enhance agribusiness and healthy living, and promote regional collaboration.
- Support and participate in regional marketing efforts and organizations to increase marketing and visibility of downtowns, promote local community assets, and shop local initiatives.

The Town has made remarkable efforts in the past two decades to improve the downtown area, drastically changing both its appearance and its appeal. The Town of South Hill has received over \$1.6 million in funding from VDOT since 2004 to complete streetscape improvements and overhead utility relocation in its downtown. Phase I included improvements



along W. Danville Street starting at Lunenburg Avenue and going towards and down S. Mecklenburg Avenue between the Farmer's Market and the R. T. Arnold Library, ending at the intersection of E. Virginia Street and S. Mecklenburg Avenue. Phase II included improvements along S. Mecklenburg Avenue starting at Danville Street and ending at Atlantic Street (from stoplight to stoplight). Phase III included improvements along N. Mecklenburg Avenue

starting at Atlantic Street and ending at North Lane. Phase IV, underway upon adoption of this plan, will include improvements along E. Danville Street starting at S. Mecklenburg Avenue and ending a little beyond Brooke Avenue. Construction is expected to be complete by the end of 2017. Once streetscape improvements began, the South Hill Revitalization Committee was formed as a cooperative effort between Town officials and concerned residents and merchants.



The goal of the committee is to promote the preservation of the revitalization area as an attractive and vibrant location for commerce and community activities.

Starting in 2000, the Community Development Association began renovations on what is now known as the Lake Country Advanced Knowledge Center at 118 E. Danville Street. Receiving over \$4.1 million from numerous funding agencies, the Community Development Association completed all renovations in December 2007. The Knowledge Center serves as a satellite facility for Southside Virginia Community College which offers workforce training and a variety of technical, vocational, customized industrial, liberal arts and Associate degrees programs.

The Colonial Center for Performing Arts represents the cornerstone of downtown South Hill. The Colonial Center has an incredibly special place in the Town's history. It has weathered many storms and economic crises, as well as years of neglect at various times throughout its



Photo Credit: Robert Harris

history. It is one of the few remaining vaudeville theatres of its era in Virginia and is listed on the Virginia Department of Historic Resources, Virginia Landmarks Register, and the National Park Services National Register of Historic Places. Originally constructed in 1925, the Colonial Center was donated to the Community Development Association in 2001. Starting in 2004, renovations began on the Colonial Center for Performing Arts, and the Community

Development Association was awarded over \$1.8 million in grants from numerous funding agencies. In January 2011, the project was completed and the CDA Board and South Hill Council named the 400-seat auditorium, "The Earl O. Horne Auditorium," as a tribute to Mayor Horne for his leadership and tireless work toward the restoration of the Colonial Center.

Additionally, South Hill boasts one of the most impressive outdoor Farmers Markets in the region. Located at 105 W. Danville St., directly across from the R. T. Arnold Library and the Colonial Center for Performing Arts, the Farmers Market opened in 2005. However, it was not until January 2012 that the Town completed construction of two (2) open shelters with the assistance of a \$150,000 Agribusiness grant from the Virginia Tobacco Region Revitalization Commission. In October 2015, the Town constructed a third (3rd) open shelter and completed electrical and site improvements with the assistance of a \$99,000



Photo Credit: Robert Harris



Rural Business Enterprise Grant from USDA Rural Development. Since 2013, the Farmers Market has seen a steady growth of vendors: 29 in 2013, 36 in 2014, and 40 in both 2015 and 2016. The Farmers Market affords local growers, homemade crafters, and bakers to sell their goods from 8:00 a.m. to 12:00 p.m. every Saturday during the months of April through October.

Numerous fundraisers, festivals, and special events are organized each year at the Farmers Market, Centennial Park Amphitheater, and Parker Park. At least one (1) special music event, now known as Sunset Sounds, is held each month from May through October at the Centennial Park Amphitheater. Picnic in the Park is held at Parker Park around the Fourth of July and features music, food, games, and a fireworks display. Monster Mash is held around Halloween at Centennial Park and features costume contests, games, candy, and food. The Christmas Farmers Market is held at the Farmers Market the first week in December allowing local vendors to sell homegrown, homemade, and handmade holiday items. Also in December is the Chamber of Commerce's Hometown Christmas event, featuring a tree lighting ceremony, parade, ice skating, sledding, Santa and more. These listed events, and many others, attract visitors to the area while showcasing the Town's best assets.



Town has recently constructed a new Public Works facility where the former Exchange Tobacco Warehouse once stood at 315 W. Danville Street. This facility not only houses equipment and vehicles for the public works department, but it has also served as an alternative location for large events in cases of inclement weather.

Since 2017 numerous businesses have opened or relocated in the central business district. They include El Saucito Mexican, Sass and Sawdust, Love Café, The Chill Zone, Bringleton's Coffee House, New 2 You Consignments Boutique, and Kelly Wells Photography.



Unique to the region is the Southern Virginia Food Hub. This collective of local farmers across 8 counties (Mecklenburg, Brunswick, Halifax, Charlotte, Lunenburg, Dinwiddie, Nottoway, and Greenville) which seeks to increase access to, and the consumption of, local foods. They have a physical location, the Maker's Market, which



offers locally sourced meats, fruits, vegetables and other food staples, a commercial kitchen, and cooking and business/marketing classes.

Tourism:

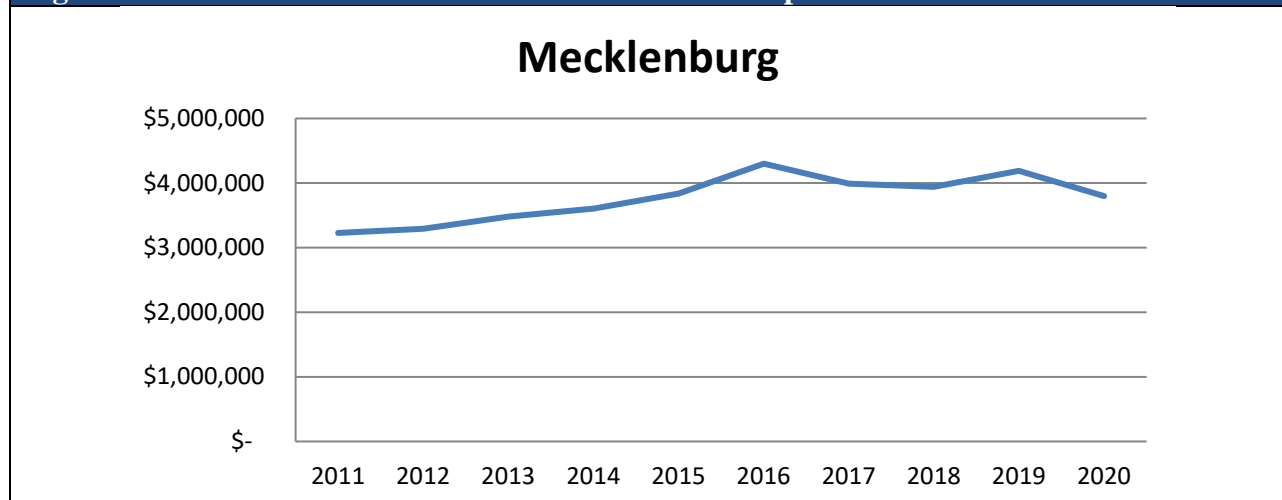
A major contributor to economic development in South Hill has been the efforts of the Community Development Association to promote tourism. A prime example is the ongoing support for fishing tournaments held on Lake Gaston and Buggs Island Lake. In addition, the Community Development Association strongly supports the Tobacco Farm Life Museum, the Model Railroad Museum, and the Colonial Center for Performing Arts. These efforts are supplemented by the numerous events organized by other groups and organizations at the Farmer's Market, Centennial Park Amphitheater, and Parker Park.

Figure 23: Economic Impact of Domestic Travel on Virginia Counties, 2019 and 2018

	Mecklenburg 2018	Mecklenburg 2019	Percent Change
Employment	1,431	1,454	1.6%
Expenditures	\$144,398,503	\$152,887,571	5.9%
Local Tax Receipts	\$4,155,103	\$4,396,830	5.8%
Payroll	\$29,636,503	\$31,008,310	4.6%
State Tax Receipts	\$6,720,072	\$7,181,177	6.9%

Source: US Travel Association

Figure 24: Estimates of Travel-Related Local Tax Receipts



Source: VTC, 2011-2020 Economic Impact of Travel of Virginia

Mecklenburg County experienced steady growth in tourism related employment and revenues from 2011 to 2016 before leveling out of the last half the decade. Expenditures by domestic travelers include food, accommodations, auto transportation, public transportation, incidental purchases, entertainment/recreation, and travel generated-tax receipts. According to the 2019 Southern Virginia Region Travel Profile issued by the Virginia Tourism Corporation, the average travel party to the region spends 3.2 nights and \$632 per trip. The top three activities



cited by travelers is to visit relatives (35%), shopping (32%), and visit historic sites/churches (22%). It is undeniable that South Hill has tremendous potential to tap into economic development efforts related to tourism.

Facilitating and encouraging tourism initiatives to diversify economic development efforts will remain a primary initiative for the Town. The strategies identified to achieve this goal are as follows:

- Pursue Virginia Tourism Corporation (VTC) funding opportunities for regional marketing efforts that promote tourism in South Hill and the County. Consider the creation of a tourism zone to offer additional VTC incentives to tourism-related businesses to locate in the downtown area.
- Pursue additional and enhance existing wayfinding signage to guide visitors and tourists to important destinations in town.
- Encourage and support the development of a large event venue and/or multi-use event space along W. Danville St.
- Partner with Mecklenburg County and regional agencies to increase awareness and utilization of the Tobacco Heritage Trail and Southern Virginia Blueways.

Industrial Parks:

South Hill has a strong industrial base that provides excellent access to primary highways, utilities, and workforce training. There are four (4) industrial parks located within South Hill: Northside Industrial Park, Hillcrest Industrial Park, South Hill Industrial Park, and Interstate Industrial Park. Northside Industrial Park and South Hill Industrial Park are fully occupied. In 2021 Microsoft purchased Hillcrest Industrial Park and approximately 138 acres in Interstate Industrial Park. These purchases essentially render those two parks full as well. The South Hill IDA has begun work to identify new locations for future industrial park sites in and around the town. A map of Industrial Parks can be found in Appendix I: Enterprise Zone and Industrial Parks Map.

When asked what the most important priorities for economic development should be in the next 15 to 20 years in the Public Input Survey, the top-rated response among respondents was attracting new industry (61.64%). Therefore, it is critical for the Town and the IDA to maintain full occupancy of the existing industrial parks while identifying, developing, and marketing future sites as well. The Roanoke River Regional Business Park, only 2 miles from town, and the Airport Industrial Park only 1.6 miles from town, also provide ancillary benefits to South Hill, therefore, it is beneficial to the Town to assist in marketing these parks as well. As stated previously the Mecklenburg County Industrial Development Authority completed construction of an expandable 50,000 square-foot shell building on a 10-acre site in the Roanoke River Regional Business Park.

Enterprise Zone:

The Enterprise Zone (EZ) Program, coupled with local incentives, are the most important resources to attract businesses and encourage location to the Town and region. One of the first



questions from business prospects, as well as existing businesses, is the availability of incentives that will help to make an investment more attractive.

Effective January 2016, Mecklenburg and Brunswick Counties were awarded a regional enterprise zone designation known as the Mecklenburg-Brunswick Regional Enterprise Zone (Zone 38). This new regional zone replaced the former Mecklenburg Regional Enterprise Zone that expired in December 2015. The three non-contiguous areas that make up the Enterprise Zone in Mecklenburg County are the South Hill - La Crosse - Brodnax Corridor, the Chase City Satellite, and the Clarksville Satellite. The South Hill - La Crosse - Brodnax Corridor is a 2,069 acre area in the eastern part of Mecklenburg County and includes commercial and industrial sites along US 58 and Interstate 85. A map of the Enterprise Zone boundaries can be found in Appendix I: Enterprise Zone and Industrial Parks Map.

Mecklenburg County and its towns all adopted a uniform set of Enterprise Zone incentives to make it easier to understand the incentives available and to encourage development in both the towns and the unincorporated areas of the counties. The incentives are also designed to equally incentivize retail, commercial, and industrial development so that an array of businesses can benefit from location within the Enterprise Zone and thereby provide a broad-based boost to the County's economy. The incentives encourage both new construction and renovation of commercial and industrial structures, as well as revitalization, expansion and investment in new tools and equipment.

The overall package of local Enterprise Zone incentives is summarized as follows:

- Industrial Real Estate Discount: 50% discount off the listed price of any property located in the EZ that is owned by the Mecklenburg County IDA, South Hill IDA or Clarksville IDA.
- Economic Stimulus Grant: Grant payment based on the machinery and tools tax paid by new or expanding industries anywhere in the zone. This grant is based on the first \$5,000,000 of assessed tax value and paid according to the following schedule beginning with the first tax invoice paid by the industry: 100% - First Year; 75% - Second Year; 50% - Third Year; 25% - Fourth Year.
- Industrial Jobs Grant: Payment of \$400 for each permanent full-time job created by a new or expanding industry anywhere in the zone, not to exceed \$20,000. The payment of \$400 will be a one-time payment only and shall be made only when the zone administrator is satisfied that the jobs have been created.
- Waiver of Building Permits Fees: Waiver of building permit fees for new or expanding companies in the County or the Town of South Hill.



- Waiver of Zoning Permit Fees: Businesses that locate in Clarksville and/or La Crosse in the zone will have zoning permit fees waived and zoning approval expedited.
- Refund of Water/Sewer Connection Fees: Water and sewer connection fees up to \$2,500 will be refunded for new or expanding industries in the Towns of South Hill, Clarksville, and La Crosse. The refund will be paid only when the Local Enterprise Zone Administrator is satisfied the jobs have been created.
- Zone Clean-Up: The Towns of South Hill and La Crosse have passed an ordinance making repair or demolition mandatory when a building is deemed hazardous to public health or safety or constitutes or creates a fire hazard due to faulty construction, age, or lack of repair.
- Waiver of Business License Tax: Waiver of business license tax for new businesses in the Town of La Crosse. The business license tax will be waived for three (3) years from start of operation or up to expiration of zone.

The Town will collaborate with Mecklenburg County to increase awareness and utilization of the enterprise zone to encourage and support potential redevelopment options for vacant properties, undeveloped land or underutilized buildings throughout town.



PUBLIC FACILITIES AND SERVICES

Public Safety:

As part of the 2017 planning effort, a focus group comprised of two (2) citizens, two (2) Planning Commission members, the Town Manager, the Code Compliance Official, and the Public Works Director met to evaluate the public facilities needs throughout South Hill. Additionally, the focus group for Community and Housing were offered opportunities to discuss public facilities needs as well. The key objective taken from these focus group meetings was for the Town to remain dedicated to offering a superior level of public services. After all, fire, emergency, and police services ranked the highest among respondents in the Public Input Survey. The strategies identified to maintain this stature include the following:

- Raise awareness of financial and operational challenges and pursue solutions for long-term sustainability of Police, Fire and EMS services.
- Work with the Police, Fire, and Rescue Squad departments to maintain good communication and rapport with citizens regarding public services using a variety of outreach methods, such as National Night Out, and expanding communication efforts for public service and safety issues.

Currently, the Town of South Hill is working on the creation of a capital improvement program (CIP). The CIP is a five-year future spending plan for facilities, vehicles, equipment, transportation improvements, infrastructure, and other similar non-recurring expenditures. Additional information on CIP can be found in § 15.2-2239 of the Code of Virginia.

Police:

South Hill Police Department, located at 103 S. Brunswick Ave., consists of twenty-three sworn officers and two (2) civilian personnel. The sworn officers include the Chief of Police, who is responsible for the daily operation of the Police Department. One Captain, who is the Deputy Chief of Police and is responsible for the administrative functions of the department. Two (2) Lieutenants, one supervising investigations and one supervising field operations. Four (4) Sergeants supervise the four 12 hour shifts and make up the field supervisors. The department has two (2) Detectives whose responsibility is to investigate cases of assault, arson, larceny, and death. There is also one (1) Investigator assigned to the Drug Task Force. Twelve patrol officers, including one Corporal per shift, are assigned to the daily routine of traffic and calls for service. The department also has an Animal Control Officer who handles animal complaints. For more information please visit <http://www.southhillva.org/police-dept>.

Fire:

Officially organized in 1934 for the protection of life, limb, and property, the South Hill Volunteer Fire Department (Fire Department Company 7) began with 10 charter members and a used 1933 Chevrolet truck. Occupying several locations since its inception, the Fire Department moved to its current location at 114 North Brunswick Avenue in May 1979. Since 1934 the



South Hill Fire Department has been staffed by community volunteers and it currently consists of 45 volunteer firefighters. The officers include the Fire Chief, Deputy Chief, two (2) Assistant Chief, two (2) Captains, two (2) Lieutenants, the Secretary/Chaplain, the Treasurer, and the President. The fleet consists of a command vehicle, a heavy rescue truck with a cascade system, three (3) pumpers, one (1) pumper/tanker, one (1) tanker, two (2) support/brush/utility trucks, a sign board traffic control unit, a 100' Mid-Mount aerial platform, a mobile hazmat command



trailer, and water rescue boat. The Department has been awarded the *Best All-Around Fire Department* for 30 years in regional competitions and has a fire insurance rating of 3/3y. For more information, please visit <http://www.southhillfire.com/> or find and like them on Facebook and Instagram.

Rescue:

Southside Rescue Squad, located at 810 W. Atlantic St., serves the citizens in the eastern part of Mecklenburg County, as well as portions of Lunenburg and Brunswick Counties, with advanced life support, emergency medical care, and transport. Organized in 1960, the Southside Rescue Squad now has 42 volunteer members, covers an area of over 355 square miles, and serves a population of over 10,000 residents. It was the first rescue squad in Virginia to be accredited to teach EMT and paramedic classes, and members offer classes at local churches, schools, and other organizations to prepare the public on how to provide care in the case of an emergency. In 1985, the rescue squad building was expanded in response to tremendous growth, success, and demand. New bays and bunkrooms were added to enhance the building and provide a larger space for bingo, training, and special functions. Southside Rescue Squad now has state-of-the-art healthcare technology that allows them to deliver the most advanced, pre-hospital, emergency care possible.

They offer critical care transfers to the local helipad, and most of its members are trained to perform basic life support, as well as advanced life support, and can give multiple medicines and perform emergency medical procedures in the field. For more information visit their Facebook page at www.facebook.com/southside-rescue/.



Photo Credit: Southsiderescue.com



Public Works:

The South Hill Public Works Department manages and maintains water and wastewater facilities, local streets and sidewalks, streetlights, public buildings and grounds, and community parks. Additionally, the Town contracts with Waste Industries to provide curbside garbage collection and recycling services.

Water:

The Town purchases its water from the Roanoke River Service Authority (RRSA), which began operation in September 2002 and draws water from the Roanoke River/Lake Gaston. Average daily use is 1.5 million gallons per day (MGD), and the maximum daily capacity for the RRSA is 4.0 MGD. The RRSA has a reserve capacity of 2.9 MGD and a permitted withdrawal capacity of 7.0 MGD. Main conveyance lines are 12" to 20", and water service lines throughout town are primarily 6" to 12". In 2017, all water service lines were comprehensively mapped to assist the Public Works Department with maintenance and repairs. The Town maintains three (3) water storage tanks that have a combined storage capacity of 2.5 million gallons. Two of these tanks, located on E. Main St. and in Hillcrest Industrial Park, hold 500,000 gallons each, and a

tank located on Plank Road holds 1 million gallons. There is also a RRSA storage tank at the edge of South Hill and the Town of La Crosse that holds another 500,000 gallons and serves as storage for businesses along the U.S. Route 58 corridor on the eastern side of town.



The Town takes advantage of opportunities to upgrade and extend water service when feasible, especially through Community Improvement Projects such as the Tiny Road Housing Rehabilitation Project. In March 2017, the County of Mecklenburg completed the Tiny Road Project located just outside of South Hill's municipal limits. Through this project, the Town of South Hill extended a total of 3,441 linear feet of primarily 6" water lines and installed eight (8) fire hydrants. Seventeen existing water service connections were upgraded and 13 new

water service connections were installed. The Town will continue to seek funding opportunities through the Department of Housing and Community Development, USDA Rural Development, and/or Department of Health to assist with improvements to water conveyance lines throughout the Town.



Wastewater:

The Town operates a Class II wastewater treatment facility that was expanded and upgraded in 2010, and the Town currently treats approximately 1.1 MGD. The maximum treatment capacity of the Town's wastewater plant is 3.0 MGD, but is expandable to 4.0 MGD. Treatment of wastewater involves a chemical-free process with utilization of ultraviolet light to disinfect discharge, and solids are recycled through composting. Treatment is completed in three steps (primary, secondary, and tertiary), with secondary treatment offering extended aeration utilizing the Kruger BioDenipho process for biological removal of nitrogen and phosphorus. Wastewater conveyance lines throughout town have been comprehensively mapped. However, the lines are primarily clay pipe which allows storm water infiltration into the wastewater system and easily clogs causing backups and/or overflows. The Town maintains 14 pump stations. The Towns of La Crosse and Brodnax are also served by the South Hill WWTP.



The Town makes a concerted effort to upgrade 3,000 linear feet of sewer line each year through capital improvements. The Town also takes advantage of opportunities to upgrade sewer lines as needed through Community Improvement Grants. For instance, upon adoption of this plan, the Town was in the process of completing the West Main Street Project, Phase I and Phase II. Through this project, the Town installed/replaced over 5,550 linear feet of 4", 6", and 8" PVC gravity sewer lines/laterals/clean-outs and replaced four (4) deteriorated brick manholes. The Town will continue to seek funding opportunities through the Department of Housing and Community Development, USDA Rural Development, and/or Department of Environmental Quality to assist with improvements to wastewater conveyance lines throughout the Town.

In March 2017, the Town completed a preliminary engineering study for sewer collection in the northeast side of town in response to the projected wastewater flow from the new VCU-CMH Hospital under construction and the accompanying commercial development anticipated in the area. The study assumed the new hospital and supplementary medical offices will utilize approximately 45,000 gallons per day and the new hotel will utilize approximately 5,000 gallons per day. Given two (2) alternatives to consider, the Town elected the option that will service a larger area, including the parcels of land between Alpine Road and Thompson Street to Interstate-85 that are under consideration for municipal boundary adjustments. The project is anticipated to cost over \$3 million. No improvement to the WWTP will be required and two existing pump stations will be eliminated. All new upgraded pump stations will be equipped with duplex pumps, each capable of handling the projected peak hour flows. Force mains will be sized to maintain a minimum sewer velocity equal to or greater than two (2) feet per second. Sewer mains will be designed with minimum slopes and distance between manholes, and all manholes will have at least 0.1 foot of drop from inlet to outlet.



Solid Waste:

The Town contracts with Waste Industries to provide curbside garbage collection and recycling services. South Hill has the highest recycling rate among towns of comparable size served by Waste Industries. Curbside garbage collection is provided on a weekly basis and recycling is collected every other week. Grass, brush, and leaves are collected by the Town on a seasonal basis.

Mecklenburg County and its towns utilize the Southside Regional Landfill approximately 5.5 miles North of Boydton on Highway 92. This regional landfill is a cooperative effort of Mecklenburg, Halifax, and Charlotte Counties and is owned and operated by the Southside



WASTE INDUSTRIES
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Regional Public Service Authority (SRPSA). It is a subtitle D, double-lined, solid waste disposal facility with a complete leachate collection system. The facility, which has a lifespan of approximately 45 years, also has a series of groundwater monitoring wells and gas probes per EPA guidelines. No asbestos, liquids, or hazardous materials are accepted at this landfill.

Other Public Utilities:

Electricity:

Dominion Energy furnishes electricity throughout South Hill. By 2020, Dominion will have invested more than \$11 billion in Virginia, including two (2) new highly efficient natural gas power plants located in Brunswick and Greensville Counties and renovations and expansion of the power grid. Dominion has been in operation for over 100 years and is one of the nation's largest producers and transporters of energy.



Natural Gas:

Columbia Gas of Virginia furnishes natural gas to South Hill and the region. Columbia Gas has been in operation for over 165 years and serves more than 262,000 customers in 91 communities across Virginia, making them the third largest natural gas utility in the Commonwealth of Virginia. Southern Virginia is served by the Williams/Transco pipeline, which delivers natural gas to customers through a 10,200-mile pipeline network, with a mainline that extends nearly 1,800 miles between South Texas and New York City. The system provides



cost-effective natural gas services to U.S. markets in the Southeast and Atlantic seaboard states, including major metropolitan areas in New York, New Jersey, and Pennsylvania, as well as international markets. Total delivery capacity is approximately 12 billion cubic feet per day.



Communications:

Telephone services are provided in the area by CenturyLink and all major long-distance carriers. Cellular/Wi-Fi services are provided by Verizon Wireless, AT&T Wireless, Sprint Wireless, U.S. Cellular, T-Mobile, and a variety of other carriers. Internet services are provided by Buggs Island Telephone, CenturyLink, Comcast, HughesNet, and a variety of other providers.

Formed in 2004, the Mid-Atlantic Broadband Cooperative (MBC) in South Boston, Virginia was tasked to design, build, operate, manage, and maintain a state-of-the-art, carrier-class, fiber optic network that enabled retail private sector telecommunications providers to serve the region. This initiative helped reduce the cost of broadband services by leveling the playing field, expanding the reach of broadband in rural communities, and creating a competitive economic advantage for Southern Virginia. MBC now owns and operates more than 1,800 miles of open-access fiber optic network in 31 counties in Southern Virginia and offers connectivity for 100% of all industrial and technology business parks. In 2010, MBC was also awarded a grant to provide fiber connectivity to all K-12 schools in Southern Virginia that did not already have a fiber network. MBC owns the fiber sheath, the co-location facilities, and the electronics. MBC uses Ciena 6500 for SONET/TDM, Ciena Z-Series platform and Accedian for Layer 2 Ethernet Transport Network, and Infinera DTN for their 400Gb/s wavelength network. They recently installed a new DTN-X system, which provides 4 Terabits of transport capacity. MBC can provide direct connectivity from a GigaPark to a data-center facility in Culpepper, known as the Network Access Point (NAP) of the Capital Region (NCR). South Hill's industrial parks are a part of MBC's GigaPark Initiative. The broadband capacity MBC has brought to Southern Virginia has attracted numerous companies to the region and has helped to bring more than 1,100 jobs and \$2.1 billion of private sector investment to the region. Most notably, MBC was a critical component in securing the Microsoft data center only 13 miles west of South Hill. MBC is even partnering with the Virginia Beach Development Authority to build a fiber and conduit infrastructure to support a landing station for MAREA, a new, state-of-the-art subsea cable across the Atlantic from Europe.



Mecklenburg Electric Cooperative's EMPOWER subsidiary acquired the former Buggs Island Telephone Cooperative (BIT) in 2019. In 2021 EMPOWER was part of a multi-jurisdictional grant application that was awarded \$69 million to improve broadband availability to rural users. Funding for this project comes from the Virginia Telecommunications Initiative (VATI), which is administered by the Virginia Department of Housing and Community Development. It is anticipated to take three years for EMPOWER to complete the buildout of broadband.



Refuse collection/recycling, public water, and public sewer services ranked high among respondents in the Public Input Survey. Providing sufficient and reliable public utility infrastructure and promoting the development of new infrastructure as future growth dictates is a top priority to the Town. The strategies identified to achieve this goal include the following:



- Continue to identify and prioritize the replacement, expansion, or improvement of water and sewer systems, undertake engineering/design studies that may be required, and pursue funding opportunities.
- Continue to promote the recycling program and maintain the highest recycling rate among comparative towns.
- Collaborate with other localities, utility providers and private partners to promote and facilitate the expansion and development of broadband and telecommunication services as well as natural gas to promote economic development and improve quality of life for residents.

Recreation:

The Town of South Hill boasts three (3) beautiful parks, two of which are within the municipal limits and one (1) is located a short 5.5 miles from town.

Centennial Park, located between E. Danville Street and E. Main Street, totals 15 acres. It hosts numerous annual festivals and has two (2) tennis courts and two (2) covered pavilions with restrooms. It is also a green area for kids to run and play and has a shaded playground with a wide variety of climbing equipment, swings, sliding boards, etc. The Park View High School Future Business Leaders of America (FBLA) chapter raised \$80,000 of \$100,000 needed for an initiative called *Kids = Play* that saw the construction of an all-inclusive, handicap accessible playground at the park. It is the only all-inclusive playground of its kind within a 65- to 90-mile radius and occupies 2,100 square feet adjacent to the existing playground.



Parker Park, accessible from Halifax Street and Raleigh Avenue on the west side of town, is a beautiful state of the art sports facility totaling 55 acres. It features nine (9) lighted baseball/softball fields which may be converted to soccer fields, an indoor training facility for baseball/softball, three basketball courts, a sand volleyball court, walking trails/areas, picnic areas and two concession areas with restrooms. Parker Park frequently hosts district, state and national baseball/softball tournaments



and has hosted several World Series tournaments. For more information, please visit <https://www.facebook.com/pages/Parker-Park/123445077702979>.

Bunny's Park is a soccer complex located on 25 acres of land along Rideout Road. The park is owned and maintained by the Lake Gaston Soccer Association. For more information, please visit <https://www.lakegastonsoccer.com/>.

Whittles Mill/Max Bagley Crowder Memorial Park, located at 1793 Bridge Rd., is approximately 5.5 miles from municipal limits. The Town purchased the Whittles Mill Dam and adjacent property on both the Mecklenburg and Lunenburg sides of the Meherrin River in 1963. The property is located off Highway 47 and consists of 34½ acres and an old stone dam built circa 1805. It is among the oldest man-made structures standing in the area on the beautiful Meherrin River. South Hill is making a major effort to preserve and improve the historic site by making it more visitor friendly and including put-in/out-take facilities for canoe and kayak enthusiasts. It features a sandy beach and calm waters and is also a great area for fishing or camping. For more information, please visit <http://www.whittlesmill.org/>.



Photo Credit: Justin Kerns



Photo Credit: USACE

The Town undoubtedly receives ancillary economic benefits from tourists visiting the two (2) nearby lakes. Buggs Island Lake, also known as John H. Kerr Reservoir, was completed in 1953 primarily for the purpose to provide flood control and hydropower generation. It is federally owned

by the U.S. Corps of Engineers and is Virginia's largest lake. It is a 50,000-acre reservoir with over 900 miles of wooded, cove-studded shoreline that stretches across three (3) counties in Virginia and three (3) counties in North Carolina. There are abundant opportunities to boat, fish, camp, swim, and picnic at the many recreational areas and day-use parks. A fishing pier has even been constructed to meet the needs of handicapped fishing enthusiasts. Additionally, the Corps of Engineers operates four (4) campgrounds, and two (2) additional campgrounds are operated by Virginia State Parks. There are 26 wildlife management areas totaling over



Photo Credit: Robert Harris



10,000 acres providing opportunities for hunting, hiking, and wildlife watching. According to the U.S. Army Corps of Engineers, visitors to the lake total 1.6 million per year.



Lake Gaston was completed in 1963, and it was formed when the Virginia Electric Power Company built the Lake Gaston Dam to generate electricity for Dominion Resources, which owns the lake. It begins on the western end of the John H. Kerr Dam, and it encompasses 20,000 acres with over 350 miles of shoreline. The normal height of the water is 200 feet above sea level, and by regulation, the water depth may vary only one (1) foot, plus or minus, from the normal level except in cases of emergency. Lake Gaston borders two (2) counties in Virginia and three (3) counties in North Carolina.

The Town remains highly dedicated to maintaining, promoting, and upgrading the Town's public parks, and the strategies identified to achieve this goal include the following:

- Increase marketing efforts of the Centennial Park Amphitheater for community and/or entertainment events to increase tourism and economic development efforts.
- Promote Centennial Park as a walking trail and pursue the development of new walking/nature trails in town that would contribute to the quality of life for residents and encourage healthy living. Consider the Taylor Creek area near Benton Street and Parker Park/Smith Street.
- Remain committed to preserving Max B. Crowder Park (Whittle's Mill), and partner with Mecklenburg County and regional agencies to market and pursue improvements to the park in connection with the Southern Virginia Wild Blueways Initiative.
- Identify and utilize online tools to better publicize park locations and other recreational amenities (i.e. online mapping applications, social media, etc.). Collaborate with Mecklenburg County to develop a joint Parks and Recreation Master Plan to determine and prioritize program and facilities needs for the Town and County.

Transportation:

As the Town's history indicates, the area's growth is and has been determined by the capacity, direction, and condition of its thoroughfare system. The Town is served by U.S. Interstate 85 and major arterial roads, including U.S. Route 58 (east-west), U.S. Route 1 (north-south), and Virginia Route 47 (east-west).



Planning for and providing safe and efficient transportation systems by addressing present needs and future growth is a top priority to the Town. The recommended strategies to achieve this goal include the following:

- Support the extension of Raleigh Avenue from Highway 47 to Parker Park as stated in the Town's transportation plan.
- Encourage the connection of streets with new development to link transportation effectively for workforce residents and employment centers. Consider connecting Alpine Road to Thompson Street (also see Future Land Use Goals below).
- Collaborate with VDOT to evaluate methods to improve traffic flow at the intersection of N. Mecklenburg Ave./Highway One and Ferrell Street as future growth dictates.
- Collaborate with VDOT and other agencies on the design of new road corridors so they are not only safe but also attractive and that complement adjacent residential and commercial development by providing sufficient landscaping, pedestrian amenities, and traffic calming methods as necessary.

Transportation Planning:

2020 South Hill Transportation Plan:

South Hill previously operated under the town's 2020 Transportation Plan dating back to when the plan was adopted in October of 2002. As the 2020 Plan recently passed its planning horizon, the Town has shifted to other more current plans. However, this section will profile various projects from the 2020 Plan as it was still relevant for a portion of the last 5 years.

The 2020 South Hill Transportation Plan evaluated the transportation system in South Hill and recommended a set of transportation improvements to best satisfy existing and future transportation needs. The study identified needs based on capacity, safety, and engineering aspects of the transportation system. VDOT used this Plan, among others, when evaluating requests from the South Hill local government for specific transportation projects, and when implementing projects on the VDOT-maintained roadway system.

In accordance with the plan, the Town has installed the traffic signal at the intersection of Atlantic Street and Shaw Street, and the Town has completed a portion of the Raleigh Avenue extension between West Atlantic Street and West Danville Street. In 2010, the Town extended Raleigh Avenue connecting Parker Park to West Danville Street. Finishing the extension of Raleigh Avenue between Parker Park and West Atlantic Street is still a priority to the Town. Extending Raleigh Avenue from West Danville Street to Goodes Ferry Road is the largest and most expensive project in this plan; therefore, it is uncertain still when South Hill will be able to pursue this extension. However, the Town was required to submit this project as a high priority by the annexation agreement between Mecklenburg County and South Hill effective in January 2001. The Town has considered the pedestrian signal at the Atlantic Street and Hammer Street intersection, but the Town is still uncertain at this time if it is desired or warranted. VDOT has also performed two (2) traffic studies at the intersection of Mecklenburg Avenue and Ferrell Street and does not believe a traffic signal is warranted yet. However, economic growth near the new VCU-CMH Hospital may require the Town to reconsider its necessity in the future.



In addition to these improvements, the Town recently completed work on the Hillcrest Industrial Park/Tunstall Drive Realignment Project which saw the installation of a new traffic signal at the intersection of Highway 138 (Union Mill Road) and Highway 1 (North Mecklenburg Avenue) to accommodate the increased traffic from the new VCU-CMH Hospital and ancillary development. Additionally, the primary entrance into Hillcrest Industrial Park is Tunstall Drive, which was offset by approximately 50' at the intersection with Highway 1. Realignment of approximately 600' of the park entrance created a true four-way intersection allowing business traffic to safely enter and exit Hillcrest Industrial Park and thereby improving its marketability. A traffic analysis report prepared by Timmons Group in 2015 estimated Hillcrest Industrial Park to generate between 6,000 and 8,000 trips per day. Based on the site's proximity to Interstate 85, heavy left turn volumes from Highway 1 onto Tunstall Drive are anticipated.

Urban Development Area:

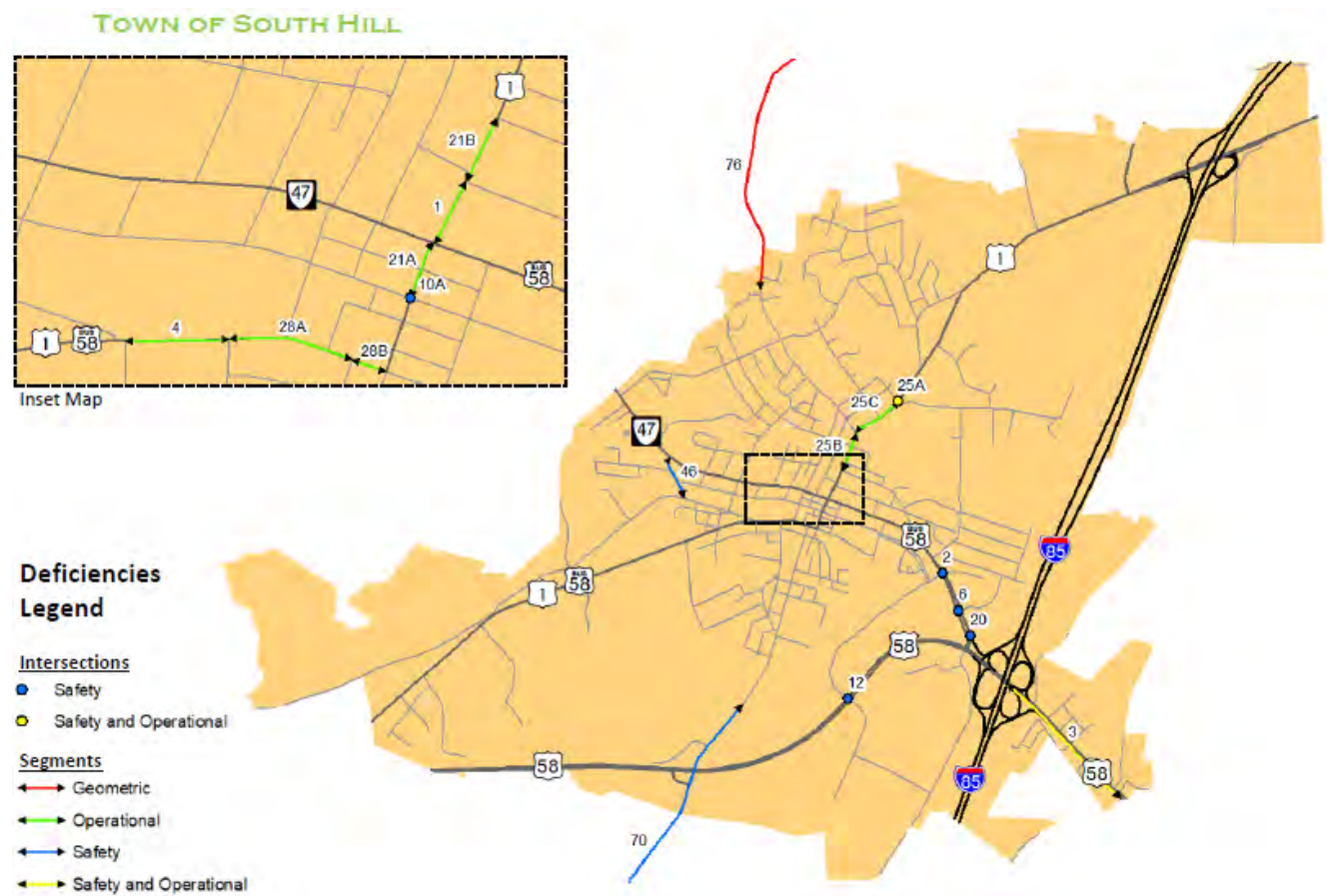
In April of 2012, the Town of South Hill added to its Comprehensive Plan an Urban Development Area (UDA) comprised of 76 acres bounded by Mecklenburg Avenue to the west, East Ferrell Street to the north, Franklin Street and Pleasant Street to the South, and Lombardy Street to the west. This undeveloped land area is close to downtown but also convenient to Interstate 85 and U.S. Route 58. Improvements to promote the UDA are eligible for Smart Scale funding from VDOT. Per Section 15.2-2223.1 of the Code of Virginia, an UDA is defined as follows:

- Areas designated by a locality that may be sufficient to meet projected residential and commercial growth in the locality for an ensuing period of at least 10 but not more than 20 years.
- Areas that may be appropriate for development at a density on the developable acreage of at least four single-family residences, six townhouses, or 12 apartments, condominium units or cooperative units per acres and an authorized floor area ratio of at least 0.4 per acre for commercial development, or any combination thereof.
- Urban development areas shall incorporate principles of traditional neighborhood design (TND).



2045 Long-Range Transportation Plan (LRTP):

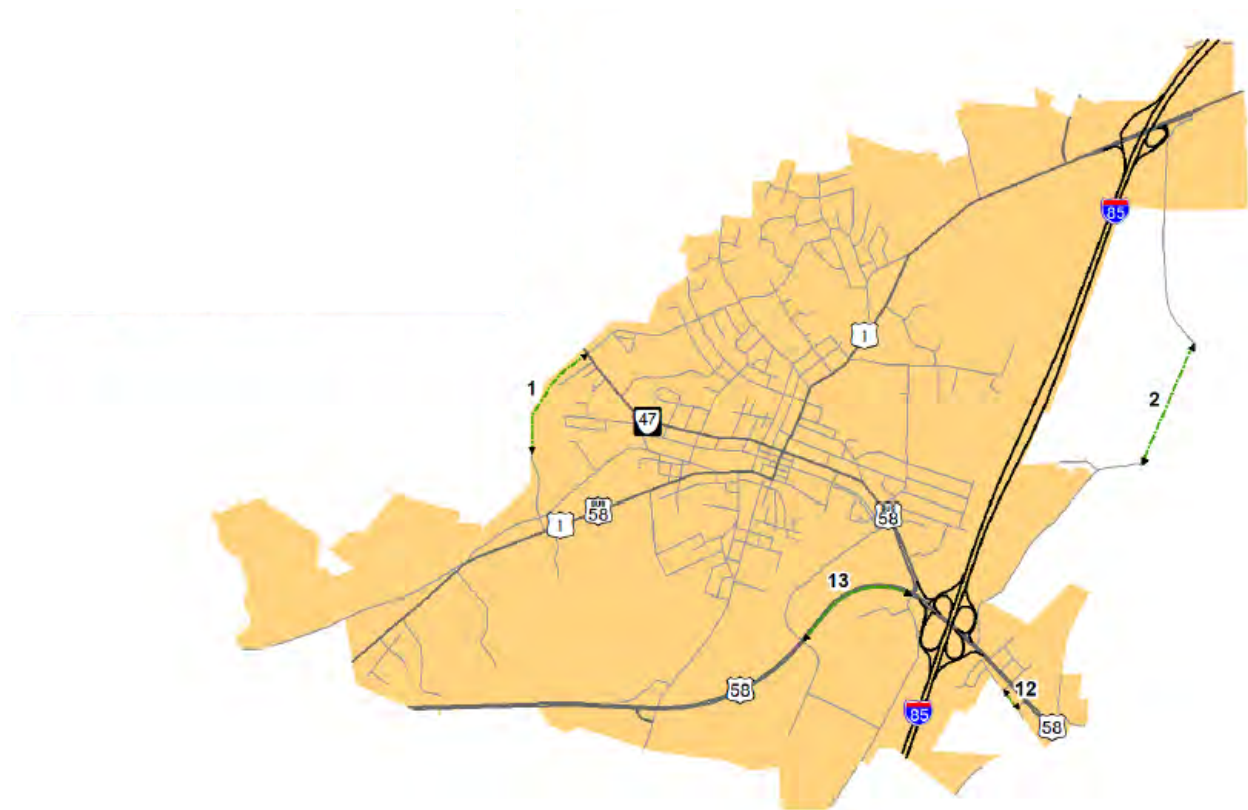
Updated in 2020, the Southside Planning District Commission's 2045 LRTP incorporates numerous recommendations within and adjacent to the Town of South Hill. This Plan has a horizon year of 2045 and addresses the anticipated impacts of population and employment growth upon the transportation system. It was developed as a vision plan, addressing all needs of the transportation system studied regardless of anticipated funding availability. Of note is that all transportation projects were scored and ranked based on a prioritization model developed to help identify funding priorities for VDOT's Smart Scale program. The Town was recently awarded Smart Scale funds for improvements to the US 58/Country Lane intersection.



Map #	Location	Improvement
1	N Mecklenburg Ave. (US 1)/Atlantic St to Franklin St	Long-term continue to monitor for roadway improvements. Identified bike route, include site appropriate bike improvements.
2	E Atlantic St (US 58 BUS)/Maple Ln (920)	Mid-term reconstruct median to accommodate a WB left-turn lane at Maple Ln, consider an RCUT or modified version thereof.
3	E Atlantic St (US 58)/I-85 N to South Hill ECL	Mid-term continue to monitor for roadway improvements. Implement recommendations from the US 58 Arterial Preservation Plan.
4	Danville St (US 1)/Plank Rd (922) to Goodes Ferry Rd (910)	Short-term continue to monitor for roadway, pedestrian, and lighting improvements.
6	E Atlantic St (US 58 BUS)/Hammer St	Short-term install crosswalks and incorporate pedestrian phase as part of signal operations. Long-term continue to monitor for roadway improvements. Identified bike route, include site appropriate bike improvements.
10A	S Mecklenburg Ave (US 1)/S Main St (918)	Long-term consider converting to right-in right-out on Main St with a median divide. Identified bike route, include site appropriate bike improvements.
12	South Hill Bypass (US 58)/Maple Ln (920)	Short-term improve turn radius for NB and EB approaches. Long-term lengthen WB turn lane and consider some form of signalization. Identified bike route, include site appropriate bike improvements.
20	I-85 S Exit Ramp/E Atlantic St (US 58 BUS)	Mid-term monitor traffic operations where the exit ramp merges with US 58 BUS and consider adding rumble strips to slow vehicles. Identified bike route, include site appropriate bike improvements.
21A	S Mecklenburg Ave (US 1)/Main St (918) to Atlantic St (US 58 BUS/47)	Long-term continue to monitor for roadway improvements. Identified bike route, include site appropriate bike improvements.
21B	N Mecklenburg Ave (US 1)/Franklin St to Windsor St	Long-term continue to monitor for roadway improvements. Identified bike route, include site appropriate bike improvements.
25A	N Mecklenburg Ave (US 1)/E Ferrell St	Long-term reconstruct all approaches to improve right-turn radius and upgrade to signalized intersection or innovative intersection as warranted. Identified bike route, include site appropriate bike improvements.
25B	N Mecklenburg Ave (US 1)/Windsor St to Chaptico Rd	Long-term continue to monitor for roadway improvements. Identified bike route, include site appropriate bike improvements.
25C	N Mecklenburg Ave (US 1)/Chaptico Rd to E Ferrell St	Long-term continue to monitor for roadway improvements. Identified bike route, include site appropriate bike improvements.
28A	Danville St (US 1)/Goodes Ferry Rd to South Hill Ave	Short-term continue to monitor for roadway improvements to increase on-street parking and traffic flow. Identified bike route, include site appropriate bike improvements.
28B	Danville St (US 1)/South Hill Ave to Mecklenburg Ave	Short-term continue to monitor for roadway improvements to increase on-street parking and traffic flow. Identified bike route, include site appropriate bike improvements.
46	Opie Rd (924)/W Atlantic St (47) to Plank Rd (922)	Long-term reconstruct road to address geometric deficiencies (including full-width lanes and shoulders).
70	Hwy Nine-O-Three (903)/I-85 W Ramp to 1348 Goodes Ferry Rd	Long-term reconstruct to two-lane standards and include improvements to accommodate a bike route.
76	Chaptico Rd (637)/North Edge Dr to Lunenburg Co Line	Long-term reconstruct road to address geometric deficiencies (including full-width lanes and shoulders).



The 2045 LRTP also includes Vision Projects. These represent transportation projects deemed important by local jurisdictions but lack the necessary data points to be fairly scored by the prioritization matrix. Common examples include new roadways, roadways with insufficient data, or any alternative transportation project such as a sidewalk or multi-use trail. Please note that the following projects are NOT ranked in any particular order.



ID	Summary of Project
1	Extend Raleigh Ave from existing terminus point in Parker Park to W Atlantic St (VA 47) to align with existing Raleigh Ave intersection west of Food Lion.
2	Connect Alpine Rd with Thompson St. May require coordinate between the County and South Hill.
12	Connect Cycle Ln to VA 618 (Old Hwy 58/High St) to provide better access and increase street connectivity between South Hill businesses and those traveling to/from the La Crosse area. This will lessen local traffic's dependence on US 58.
13	Over the long-term, install highway style lighting from Maple Ln to Country Ln on US 58.

US 58 Arterial Preservation Plan: Brunswick and Mecklenburg Counties

Beginning in 2018 the US 58 corridor in counties of Brunswick and Mecklenburg were part of an arterial preservation study. The purpose of this study was to recommend improvements to US 58 that improves safety and preserves capacity within having to widen the roadway or install additional signalization along the corridor.



The Town of South Hill previously adopted those sections of the US 58 Arterial Preservation Plan that were relevant to the Town. Portions of Appendix F: Town of South Hill Memorandum of the US 58 Arterial Preservation Plan can be found in Appendix III of this Comprehensive Plan. To view the entire US 58 Arterial Management Plan, please visit <http://www.southsidepdc.org/downloads/transportation/128-us-58-richmond-district-arterial-preservation-plan/file>.

The Town has been active in pursuing grant funds to begin implementing the recommended improvements along the US 58 corridor. During the 2020 Smart Scale grant cycle South Hill was awarded funds to improve the US 58/Country Lane intersection.

Alternative / Public Transportation:

South Hill primarily has sidewalks in the central business district and has received over \$1.6 million in funding from VDOT since 2004 to complete streetscape improvements and overhead utility relocation in its downtown area. Phase I included improvements along W. Danville Street starting at Lunenburg Avenue and going towards and down S. Mecklenburg Avenue between the Farmers Market and the R. T. Arnold Library, ending at the intersection of E. Virginia Street and S. Mecklenburg Avenue. Phase II included improvements along S. Mecklenburg Avenue starting at Danville Street and ending at Atlantic Street (from stoplight to stoplight). Phase III included improvements along N. Mecklenburg Avenue starting at Atlantic Street and ending at North Lane. Phase IV included improvements along E. Danville Street starting at S. Mecklenburg Avenue and ending a little beyond Brooke Avenue.



South Hill is directly served by a paratransit service through the Lake Country Area Agency on Aging, which provides transit for senior and disabled residents. The Town is also served by the Lake Area Bus (LAB), which provides demand-responsive transportation for the general public for a small fee. The Town is also served directly by a Greyhound intercity bus.

As stated previously, the Town no longer has active rail facilities; however, the Buckingham Branch Railroad still offers active rail facilities in Clarksville, VA, only 27 miles west of South Hill. The Buckingham Branch is a Class I Railroad with three divisions and 275 miles of track. It is the largest, short line railroad in Virginia and is a branch of the Norfolk Southern Railway. The Virginia Southern Division encompasses 59 miles between Burkeville, VA and Clarksville, VA.

While there are no designated bike lanes in South Hill, the Tobacco Heritage Trail (THT) offers a five (5) mile connection between South Hill and La Crosse that is winding and hilly. Since it is an on-road route, it is best for experienced cyclists. When the Norfolk, Franklin and Danville Railway was abandoned from Lawrenceville to Clarksville, the South Hill IDA purchased the right-of-way from the Airport Industrial Park to the South Hill western town



limits. This segment of trail offers beautiful countryside filled with trees and pastures to enjoy. Even though there is not an official trailhead for the town of South Hill, there is plenty to see and experience, and visitors can begin their trail journey in the downtown Market Square parking lot



on South Mecklenburg Avenue. Visitors can then travel on Goodes Ferry Road towards the town of La Crosse. The THT is a system of long distance, recreational, multi-use, non-motorized trails resulting from the efforts of the Roanoke River Rails to Trails (RRRT). More than 150 miles of abandoned railroad corridor have been identified within the Southside Planning District region consisting of Halifax, Mecklenburg, and Brunswick County. The fully developed THT is anticipated to extend into other Southern Virginia Counties, including Charlotte, Lunenburg, Greenville, and

Pittsylvania, and connect with other communities' greenways and trails. THT has been identified as a part of the East Coast Greenways and Beaches to Bluegrass trail systems. <http://tobaccoheritagetrail.org/on-the-trail/>.

South Hill is served by the Mecklenburg - Brunswick Regional Airport (MBRA), located six (6) miles east of South Hill off U.S. Route 58. It is publicly-owned and services approximately 30 flights a day. It features a 5,000' x 75' lighted runway with PAPI, REIL, and pilot controlled lights. There is a terminal building with a crew lounge, rest area, and weather/flight planning room. The MBRA has a fixed base operator, hangers available upon request, and no landing fees. Additionally, the airport offers a Pan Am Weather Computer and Automated Weather Observing System (AWOS III), NBD and GPS instrument approach, 13 spaces for aircraft tiedowns, 12 T-hangars, and 100 Low Lead and Jet A fuel available 24 hours a day. The MBRA will soon make improvements to the runway and lighting system to enhance aircraft operations for the ever-increasing size of aircraft that is utilizing the MBRA on a regular basis. These improvements will bring the taxiways, ramp, and aircraft parking areas into compliance with B-II standards.



The Town is only 74 miles from the Raleigh-Durham Inter-national Airport (RDU), the 39th largest primary airport in the U.S., which offers approximately 400 flights on eight (8) major airlines to 43 non-stop destinations each day. South Hill is also only



84 miles from the Richmond International Airport (RIC), the 67th largest primary airport in the U.S., which offers six (6) major carriers providing 160 daily flights non-stop to 18 destinations with connecting flights worldwide.



South Hill is also only 2.5 hours from the Port of Virginia located at Hampton Roads Harbor. It is easily accessed from U.S. Highway 58 or the Norfolk Southern Railway. It is the deepest harbor in the United States, with 50-foot channels inbound/outbound. It is also the second busiest port on the East Coast, after New York City, and the sixth largest containerized cargo complex in the United States. It is served by two (2) Class 1 railroads: CSX and Norfolk Southern. The Port consists of three large state-owned marine terminals and the world's largest naval base.

The Town is just over an hour from the Richmond Marine Terminal located south of the city on Interstate 85. It is situated on approximately 121 acres along the west bank of the James River, with 80 of those acres within the secure terminal. Richmond Marine Terminal has 300,105 square feet of warehouse space and a 1,570-foot long wharf available for berthing. It is served by CSX and Norfolk Southern, both Class I railroads.

Providing and improving alternative modes of transportation to accommodate community needs and projected growth is a priority for the Town. The following strategies are recommended to accomplish this goal:

- Continue efforts to renovate existing sidewalks throughout the Town, as needs dictate, with immediate emphasis on improving the sidewalks along West Danville Street from Goodes Ferry Road to Lunenburg Avenue. Develop a plan which phases sidewalk improvements and identify funding for implementation.
- Provide guidance and support on private and public initiatives that can increase public transportation services, including innovative services such as Uber and Lyft, in the region. Continue to support and promote the LAB Bus program through the Lake Country Area Agency on Aging.
- Review zoning, subdivision codes, and development permit regulations and consider the need or desire to require pedestrian and bicycle access criteria for new developments to enhance quality of life, improve healthy living initiatives, and promote existing development patterns.



ENVIRONMENT

While natural forested land and agricultural landscapes surround the Town, South Hill has no land zoned agricultural within municipal limits. Nor are there any rivers or lakes within municipal limits. However, the Meherrin River, is just 5.5 miles from South Hill, and it marks the northern border of Mecklenburg County separating it from Lunenburg County. The Meherrin is one of five rivers that drains into the Piedmont and Coastal Plain of southern Virginia and northern North Carolina. It was designated a State Scenic River in 2013, which focuses on the conservation and protection of Virginia's Scenic Rivers. The Meherrin River remains an unpolluted and largely free-flowing river with a diverse population of aquatic species and striking rock outcrops exposed along the steep riverbanks. The steep riverbanks have rarely if ever been logged and much of the river is buffered by old-growth forest.



Photo Credit: WhittlesMill.Org



Photo Credit: Robert Harris

South Hill owns and manages the Max B. Crowder Memorial Park located at the Whittle's Mill dam, which offers a great public access point to the river. The Town remains committed to preserving the Max B. Crowder Memorial Park, and South Hill will partner with Mecklenburg County and regional agencies to establish the Virginia Blueway Trail

along the Meherrin River. The canoe and kayak trail will eventually have overnight camping areas and canoe ramps spaced along the river where bridges cross the stream. Canoe and kayak access is already available at the park, both above and below the dam. The Blueway Trail will eventually extend from the headwaters of the North Fork of the Meherrin to the confluence of the Chowan River.

The Town is dedicated to maintaining a clean environment and enhancing the visual appearance of the Town to improve quality of life and invoke a sense of pride among residents. The recommended strategies to achieve this goal include the following:



- Consider the adoption of additional ordinances that would improve the enforcement of litter control.
- Continue to promote the Adopt-A-Street program with emphasis on Main Street, East Atlantic Street, and Maple Avenue.
- Identify potential properties for the development of open/green spaces or nature trails with emphasis on the Taylor Creek area off of Benton Street.
- Continue to promote the recycling program and maintain the highest recycling rate among comparative towns.



HISTORIC RESOURCES

The South Hill Commercial Historic District (DHR #301-5062) was designated in 2017 by the Virginia Department of Historic Resources (DHR) to the National Register of Historic Places and the Virginia Landmarks Register. The national and state registers are the official lists of places in Virginia recognized as having architectural, archeological, or historical significance at the local, state, or national level. Federal and State Investment Tax Credits for rehabilitation are available to property owners, which were of significant importance to the redevelopment of the former South Hill Elementary School on Franklin Street for a mixed-use project. The historic district encompasses 57 acres in the downtown area from Franklin Street and Mecklenburg Avenue to W. Danville Street and Plank Road.



The district has 92 contributing buildings/structures and 17 non-contributing buildings/structures. The resources include commercial buildings, tobacco warehouses, the former railroad depot, the Colonial Theater, residences, the former South Hill Elementary School, and several churches that date from the turn of the century to the mid-twentieth century. Most of the resources are in moderate to good condition and continue to convey the era in which they were constructed.

The Town is dedicated to protecting, preserving, and maintaining the integrity of the historic district and considering the need for designation of additional properties. To achieve this goal, the strategies identified included the following:

- Support or facilitate historic designation of new properties on the Virginia and National Registers in order for property owners and developers to take advantage of historic tax credits when redeveloping large and abandoned properties.



- Support and partner with property owners to preserve historic properties and facilitate the adaptive reuse of vacant historic structures. Pursue educational opportunities that inform property owners on historic rehabilitation tax credits. Consider appropriate preservation tools, such as historic overlay district, neighborhood conservation district, local historic preservation ordinance, or voluntary design guidelines for property rehabilitation and development.

Not having enough entertainment and cultural activities was one of the top-rated responses when respondents were asked in the Public Input Survey what would most likely cause the respondent to leave South Hill, other than employment. Therefore, promoting and expanding various forms of historical and cultural activities to enhance tourism efforts is also a top priority to the Town. To achieve this goal, the strategies identified include the following:

- Support and encourage private and non-profit efforts to develop arts/cultural events or festivals that enhance efforts to increase tourism and economic development efforts to the downtown area. Capitalize on the proximity of the Colonial Center, Farmers Market and Centennial Park.
- Support and promote the Town's historical and cultural assets to enhance tourism experiences with emphasis on The Colonial Center for the Performing Arts, The Tobacco Farm Life Museum, The Model Railroad Museum, and the Tobacco Heritage Trail.



LAND USE AND DEVELOPMENT

A primary function of the Comprehensive Plan is to consider existing conditions and trends of growth to establish policies and strategies that will guide future land use. A Comprehensive Plan is advisory only and merely serves as a guide for any recommended zoning ordinance amendments. This section addresses existing and proposed land uses and provides recommendations for achieving future land use goals.

Existing Conditions:

South Hill has a mixture of land uses that offer quality residential neighborhoods and successful commercial corridors for long-term economic sustainability. Approximately 64% of the existing land is designated for residential use, 16% is designated for industrial use, 18% is designated for commercial use, and 2% is designated for office/medical use. In April of 2012, the Town of South Hill added to its Comprehensive Plan an Urban Development Area (UDA) comprised of 76 acres bounded by Mecklenburg Avenue to the west, East Ferrell Street to the north, Franklin Street and Pleasant Street to the South, and Lombardy Street to the east. This undeveloped land area is close to downtown but also convenient to Interstate 85 and U.S. Route 58. Improvements to promote the UDA are eligible for HB2 Smart Scale funding from the Department of Transportation. Per Section 15.2-2223.1 of the Code of Virginia, an UDA is defined as follows:

- Areas designated by a locality that may be sufficient to meet projected residential and commercial growth in the locality for an ensuing period of at least 10 but not more than 20 years.
- Areas that may be appropriate for development at a density on the developable acreage of at least four single-family residences, six townhouses, or 12 apartments, condominium units or cooperative units per acres and an authorized floor area ratio of at least 0.4 per acre for commercial development, or any combination thereof.
- Urban development areas shall incorporate principles of traditional neighborhood design (TND).



Future Land Use:

The Future Land Use Map in Appendix I reflects the continuation of similar land use development patterns recommended in the 2012 Comprehensive Plan. As an established community representing the largest commercial and employment center for the County, the future vision for South Hill is to improve existing neighborhoods, promote new residential development, expand commercial opportunities in the downtown as well as primary arterial corridors/gateways, and encourage the full occupancy in all industrial parks. As stated in the Vision Statement, the Town wants to continue to offer a vibrant union of manufacturing, retail, personal service, tourism, medical, and small business opportunities in a growing economy. An important task for the Town in guiding future development will be through density and development standards established by zoning and subdivision ordinances.

Residential Development:

Future residential development will be focused in areas targeted for growth that enhance and compliment surrounding neighborhoods, while meeting the needs for more diverse housing types. Affordable, single-family housing units, ADA-compliant housing, condos/townhomes/apartments, and entry-level housing will be encouraged in currently undeveloped or underutilized areas. Supporting efforts to develop the designated Urban



Development Area (UDA) is a top priority, as well as redevelopment of the original CMH Hospital on Buena Vista Circle. The redevelopment of the former Groom School on Plank Road and the South Hill Elementary School on Franklin Street into multi-family and senior housing was recently completed. Areas of interest for residential

development included undeveloped parcels along Raleigh Avenue from West Atlantic Street to Forest Hill Drive, Plank Road from Opie Road to the South Hill Elementary School, and Highway One North / North Mecklenburg Avenue from Beaver Creek Drive to Virginia Highway 138. There is also a 37-acre parcel with road frontage on Chaptico Road and Raleigh Avenue that is prime for development.

Evaluating the need and supporting the opportunity for a senior transitional community is also of great interest to the Town as well as encouraging upper-story apartments in downtown structures. Improving the appearance of existing neighborhoods is of equal importance to the Town. Continuing to enforce the Property Maintenance Ordinance and considering necessary amendments will ensure that unsightly and poorly maintained properties are addressed and unsafe structures are removed throughout town.



Commercial Development:

Future commercial development will focus on redevelopment of vacant or underutilized properties and undeveloped land throughout the Town. Redevelopment of the original CMH Hospital on Buena Vista Circle is a top priority for the northwest side of Town. Whether redevelopment occurs as residential housing units, medical facilities, a nursing home, an assisted living facility, or merely green space, it is crucial that the transformed facility be compatible with the surrounding neighborhood. After closing in 2013, redevelopment of the former Peebles headquarters would be a key enhancement to the Highway 58 corridor on the east side of town.

On the southeast of town, development of Maple Lane between E. Main Street and Highway 58 is a main priority as well. Primarily zoned C-2 (General Commercial District) with some R1-10 (Single-Family Residential District), existing zoning would be suitable if additional retail businesses,

service companies or entertainment facilities locate along Maple Lane. However, being located directly across from the Interstate Industrial Park, it is also a prime location for a distribution center or an industrial or manufacturing facility as well, which will require rezoning to I-G (Industrial District, General).



Lastly, redevelopment of any underutilized or undeveloped properties along West Danville Street from South Mecklenburg Avenue to the South Hill Industrial Park is the Town's main objective on the southwest side of town. Primarily zoned commercial, this gateway into Town is properly zoned for additional retail businesses, professional offices, service companies, mixed-use development, and even a large event venue; however, gaining a distribution, manufacturing, or industrial facility desiring road frontage on Highway 58 and/or West Danville Street will require rezoning in this area of town.

Downtown/Central Business District:

Encouraging the recruitment of additional restaurants and/or food establishments, retail businesses, mixed-use development, and specialty stores in vacant downtown storefronts is a key strategy identified to create a robust and vibrant downtown. Existing C-3 (Central Business District) zoning in the downtown area promotes these economic development strategies. Facilitating and encouraging tourism initiatives to



diversify economic development efforts is also a primary objective of the Town. The Town may consider the creation of a tourism zone to offer additional incentives to tourism related businesses to locate in the downtown area. Encouraging and supporting the development of a large event venue and/or multi-use event space along West Danville Street is another strategy identified to achieve this goal. Additionally, the Town has constructed a new Public Works facility where the former Exchange Tobacco Warehouse once stood at 315 West Danville Street. This facility will not only houses equipment and vehicles for the Public Works Department, but also serves as an alternative location for large events in cases of inclement weather.

Highway One North/North Mecklenburg Avenue:

Special attention must be focused on the responsible growth and development of Highway One North / North Mecklenburg Avenue. With the opening of the new VCU-CMH Hospital at 1755 North Mecklenburg Avenue, the north side of town will undoubtedly see exponential growth in the coming decade. The top strategies identified to address this area of town entail the recruitment of additional restaurants, professional service businesses, hotels, medical service facilities, and food and shopping retail outlets. Primarily zoned C-2: (General



Commercial District), many of these establishments would already be compatible with existing zoning; however, additional residential development was also desired along this corridor. Zoning adjustments to accommodate a mixture of commercial and residential growth is also a key strategy identified for this special action area. It is just as crucially important to control and/or allow for open space and vegetative buffers in this corridor to maintain an attractive gateway into Town.

Industrial Development:

When asked what the most important priorities for economic development should be in the next 15 to 20 years in the Public Input Survey, the top-rated response among respondents was attracting new industry (61.64%). It is critical for the Town to continue to actively market Hillcrest Industrial Park, Interstate Industrial Park, Northside Industrial Park, and South Hill Industrial Park to pursue and/or maintain full occupancy, focusing their efforts on recruiting large employers in targeted sectors that can utilize the readily available workforce. Recent purchases by Microsoft have essentially filled previous vacancies in the industrial parks. The IDA is currently engaged in locating sites for a future industrial park.



Additionally, supporting appropriate manufacturing and industrial development opportunities along the Highway 58 corridor, Maple Lane, and West Danville Street is equally important. Primarily zoned C-2 (General Commercial District), there are ample opportunities to make zoning adjustments as prospects express interest.

Parks and Open Space:

The Town remains highly dedicated to maintaining, promoting, and upgrading the Town's public parks. The Town has made tremendous strides over the past two (2) decades to establish and improve Centennial Park and Parker Park. With the assistance of the Park View



High School Future Business Leaders of America (FBLA) chapter, an exciting initiative called *Kids = Play* was constructed as an all-inclusive, handicap accessible playground at Centennial Park. It is the only all-inclusive playground of its kind within a 90-mile radius and occupies 2,100 square feet adjacent to the existing playground. The Town will also pursue the development of new walking/nature trails in town that would contribute to the quality of life for residents and encourage healthy

living, such as the Taylor Creek area near Benton Street. The Town will also remain committed to preserving Max B. Crowder Park (Whittle's Mill) and partner with Mecklenburg County and regional agencies to market and pursue improvements to the park in connection with the Southern Virginia Wild Blueways Initiative.

Land Management Tools and Future Goals:

There are several land management tools that will be helpful in guiding future development and land use. The zoning ordinance for South Hill was adopted in 2000 and has been revised over the years to address community needs. The current subdivision ordinance was adopted in 2003. Erosion and sediment control provisions are included in the Environment Section of the Town Code, and the Town adopted stormwater management regulations in 2014. Additionally, regulations for streets, sidewalks, and other public spaces of the code were revised in 2010 and can also serve as a useful section of the Town code to manage land use development.

The Town will encourage sustainable, orderly, and strategic development that will achieve the future vision and enhance both community character and environmental quality. To accomplish this, the Town will amend the zoning ordinance and zoning map to reflect land use principles and development standards recommended in this comprehensive plan as strategies are



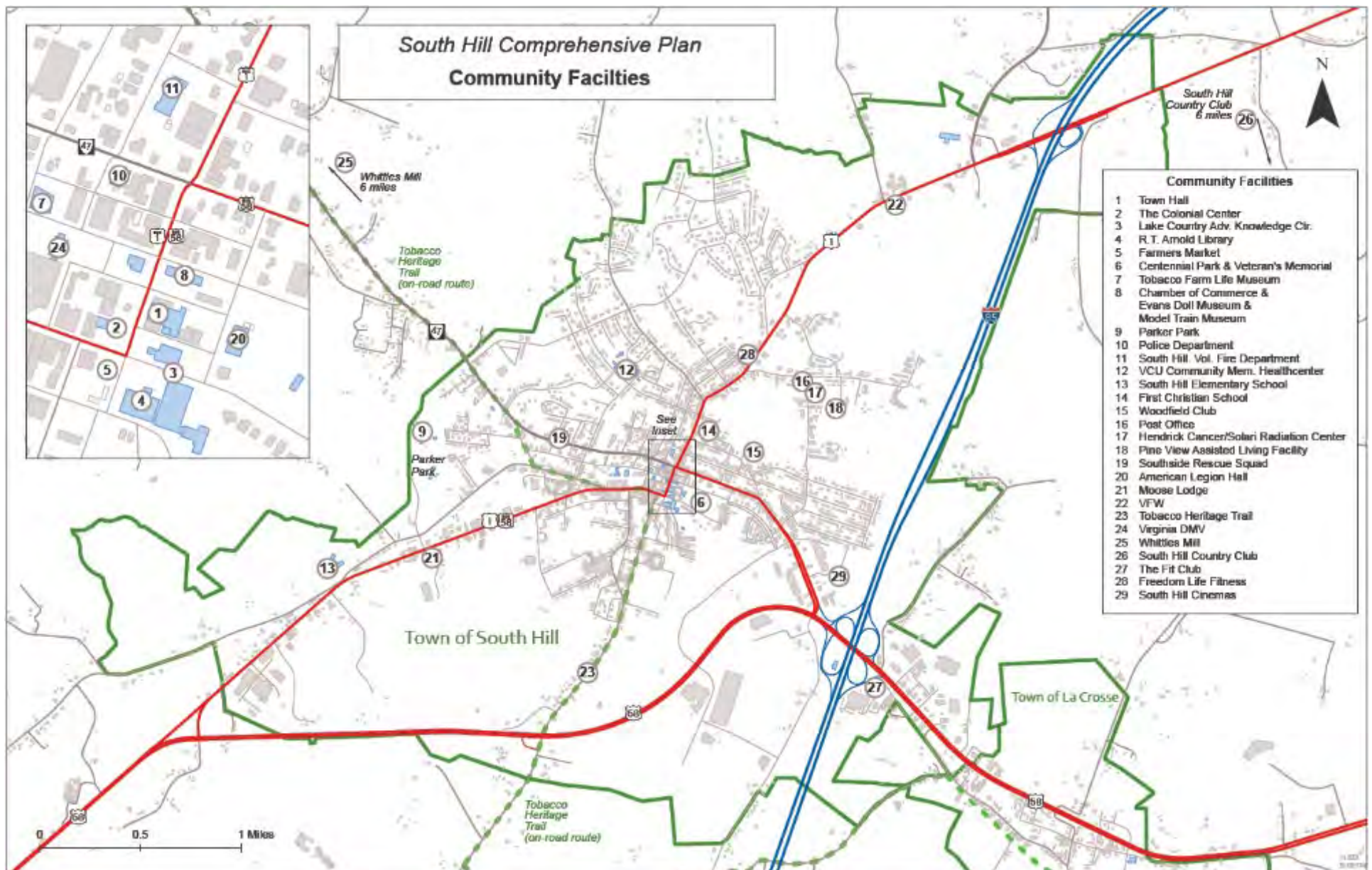
pursued and/or accomplished. Future growth will be targeted to areas with available infrastructure and the Town will evaluate and pursue municipal boundary adjustments as future growth dictates, with emphasis on the parcels of land between Alpine Road and Thompson Street to Interstate 85. The Town was interested in annexing these parcels in its 2000 annexation efforts but withdrew the request when the Annexation Judge advised that the Town would have to agree to provide water and sewer service to this area within five (5) years. In March 2017, the Town completed a preliminary engineering study for sewer collection in the northeast side of town in response to the projected wastewater flow from the new VCU-CMH Hospital under construction and the accompanying commercial development anticipated in the area. Given two (2) alternatives to consider, the Town elected the option that will service a larger area, including the parcels of land between Alpine Road and Thompson Street to Interstate 85 that are under consideration for municipal boundary adjustments. The ability to provide water and sewer service to this area is imminent, making a boundary adjustment now more attainable.

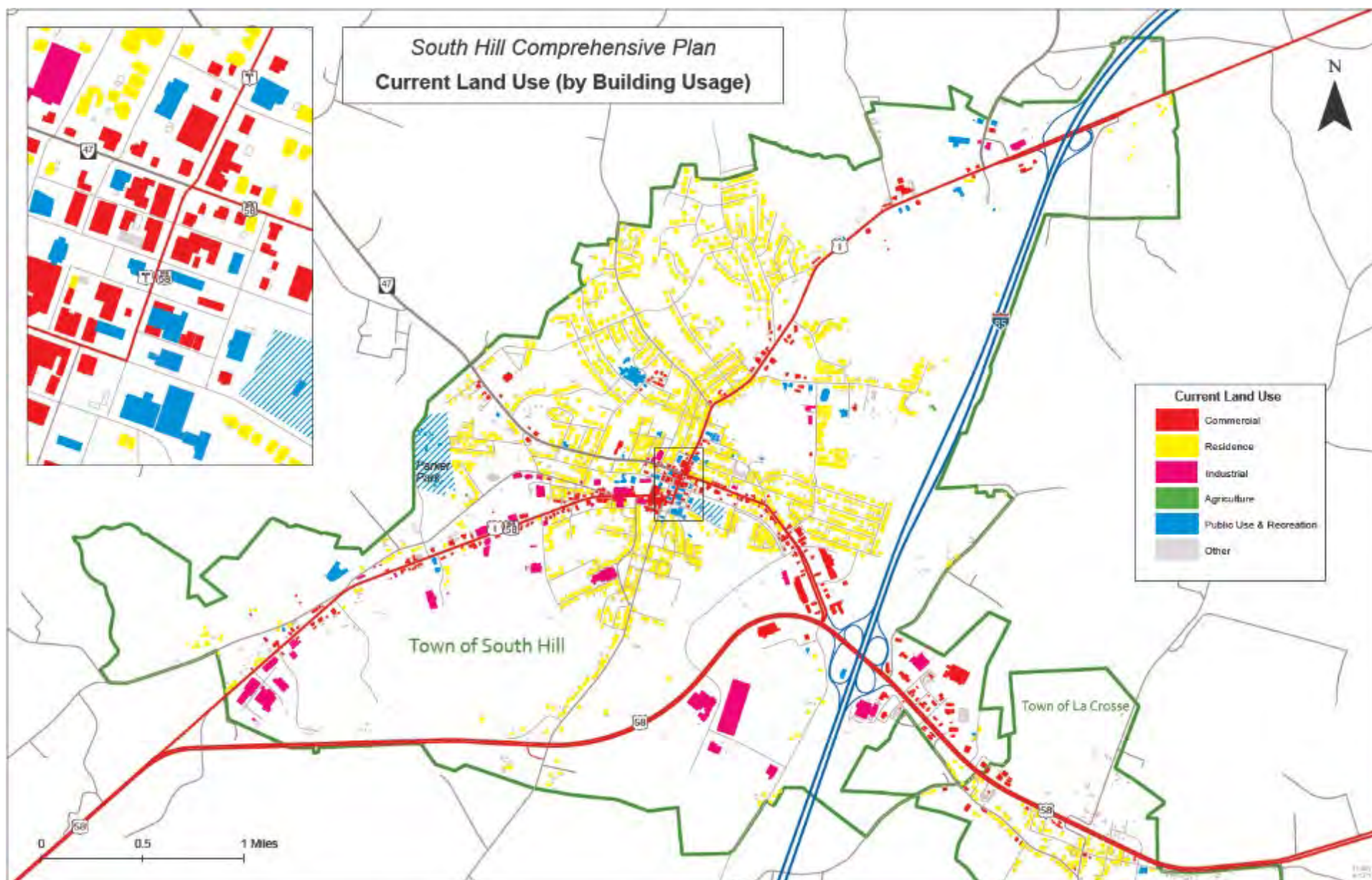
Promoting and facilitating infill development and redevelopment of underutilized properties is also a top concern for the Town. Ensuring that new development complements and enhances the character of surrounding development is one strategy to accomplish this goal. The Town will also identify areas that are opportunities for infill and redevelopment and collaborate with public and private partners to develop and implement those plans. These opportunities will be marketed to interested developers, businesses, and economic development agencies. Development guidelines for priority areas will be established, including the historic district and gateways. The town will collaborate with property owners and neighborhood groups to improve the appearance of these areas and consider incentives to encourage and assist in making improvements.

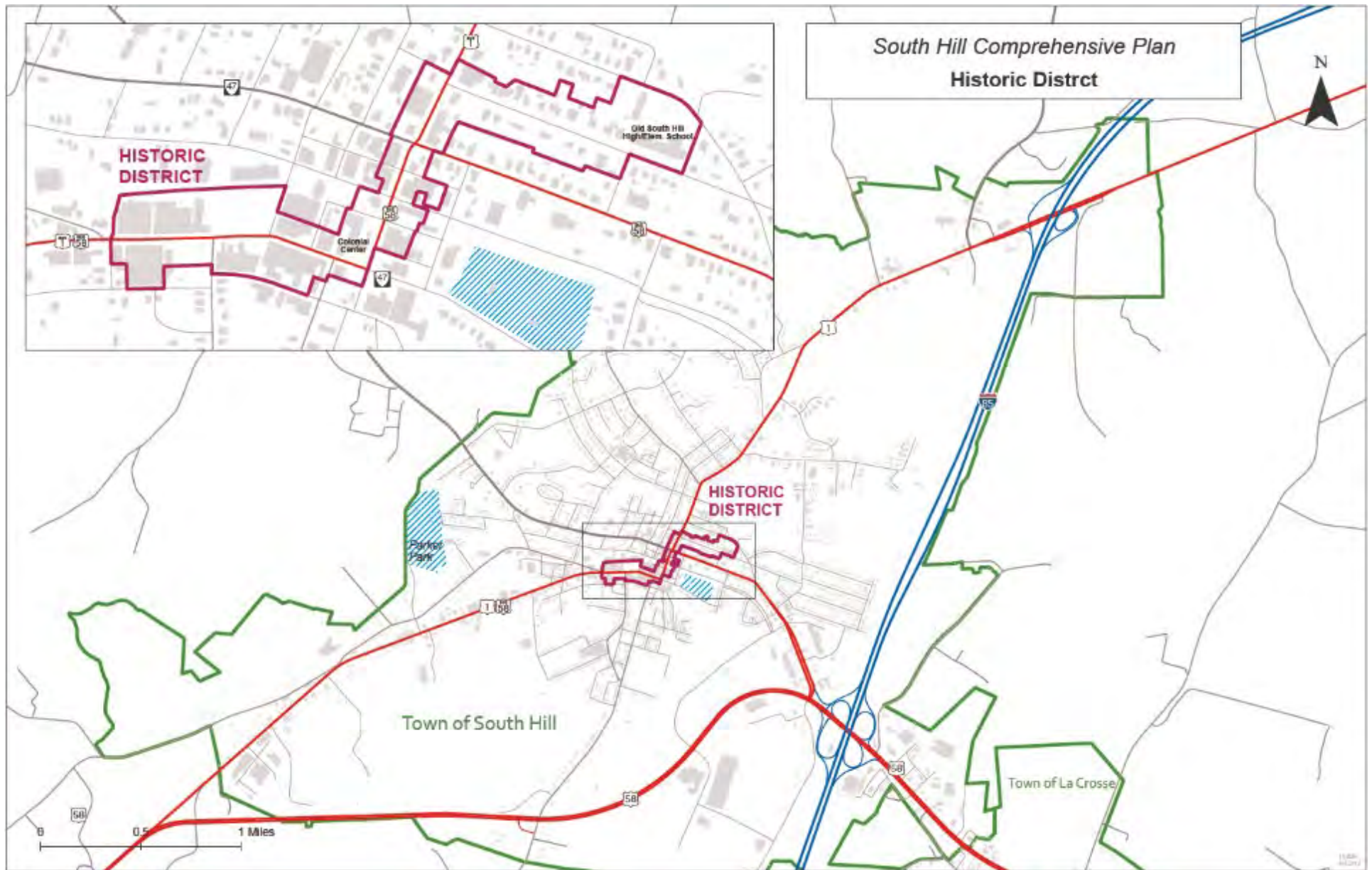
Lastly, the Town will consider new development along entrance corridors and areas outside of the Town with respect to development patterns, infrastructure requirements, and desired goals for community growth and expansion. They will partner with Mecklenburg County to encourage quality and cohesive development in the outlying regions of the Town. The Town will also educate property owners and potential developers in advance of site development or rezoning applications and supply them with information on desired development patterns and standards.

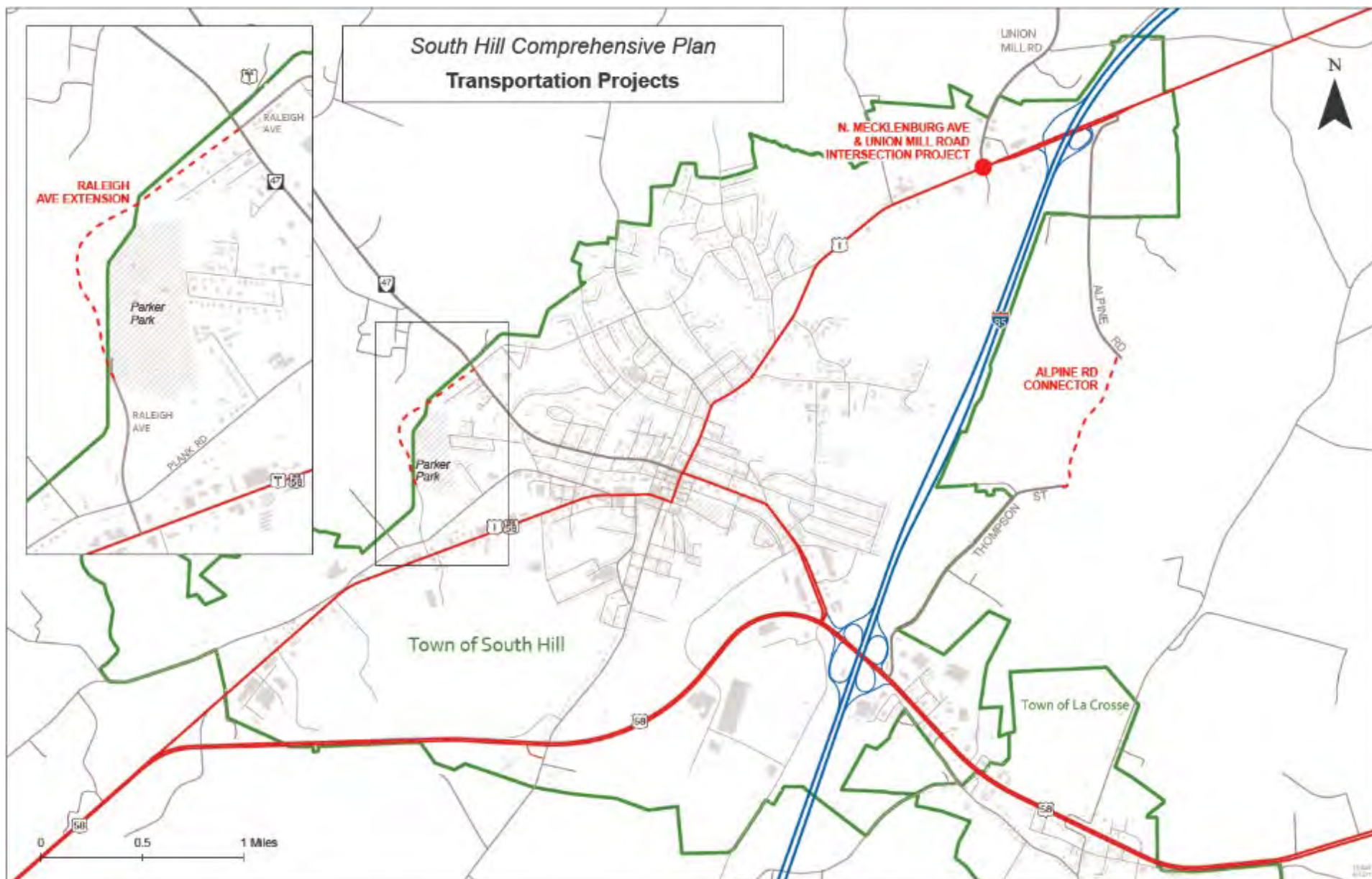




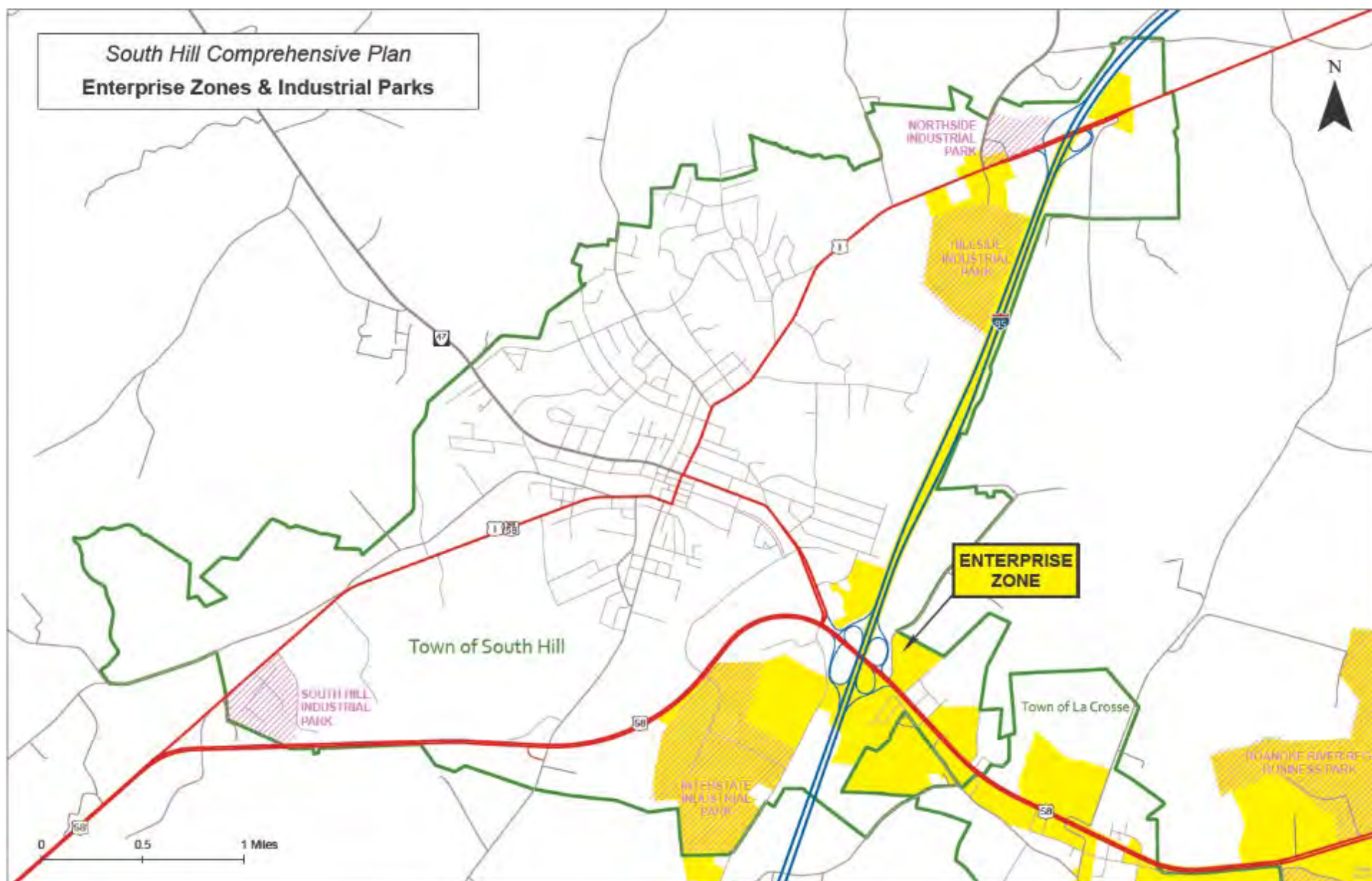


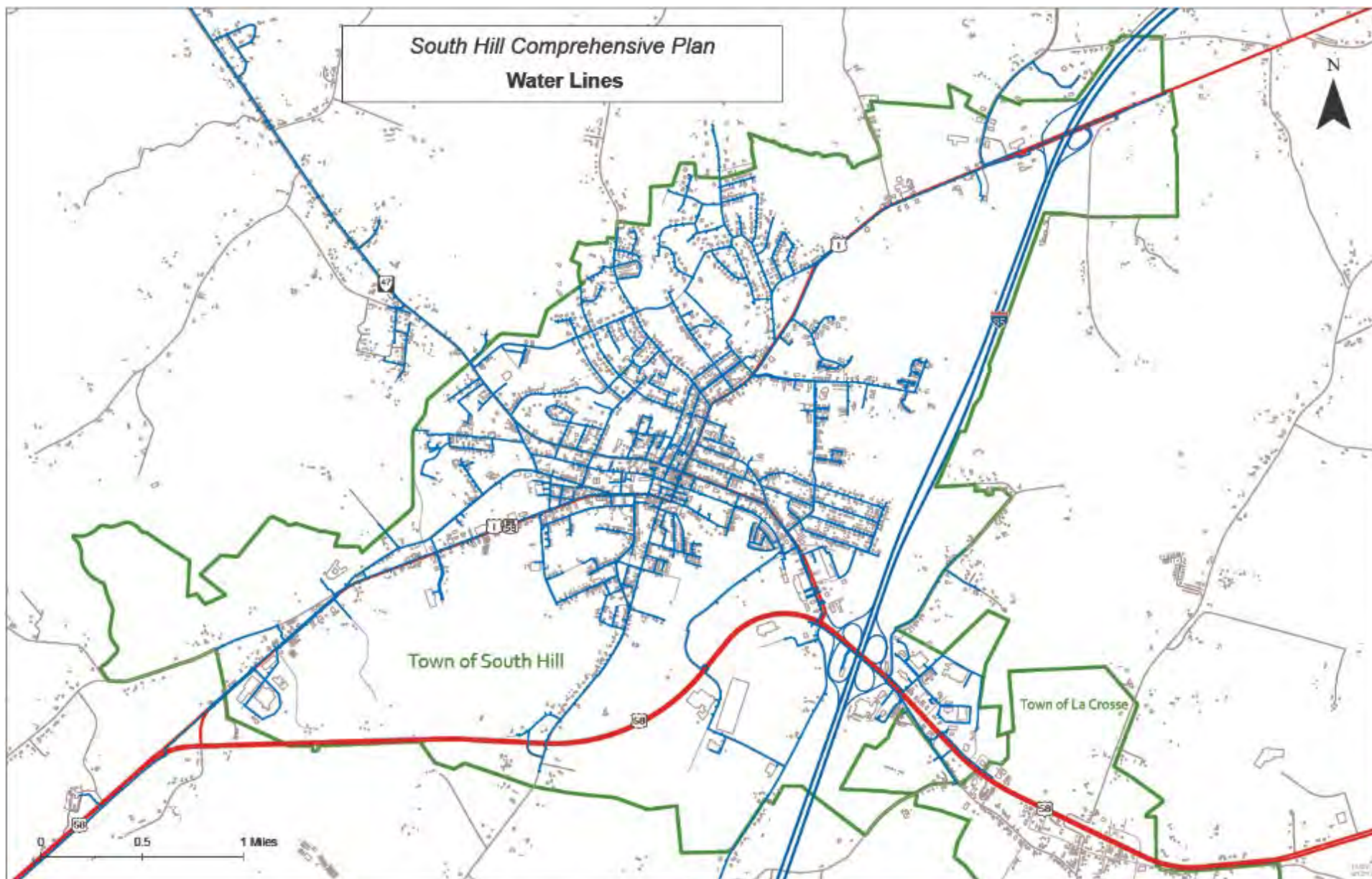


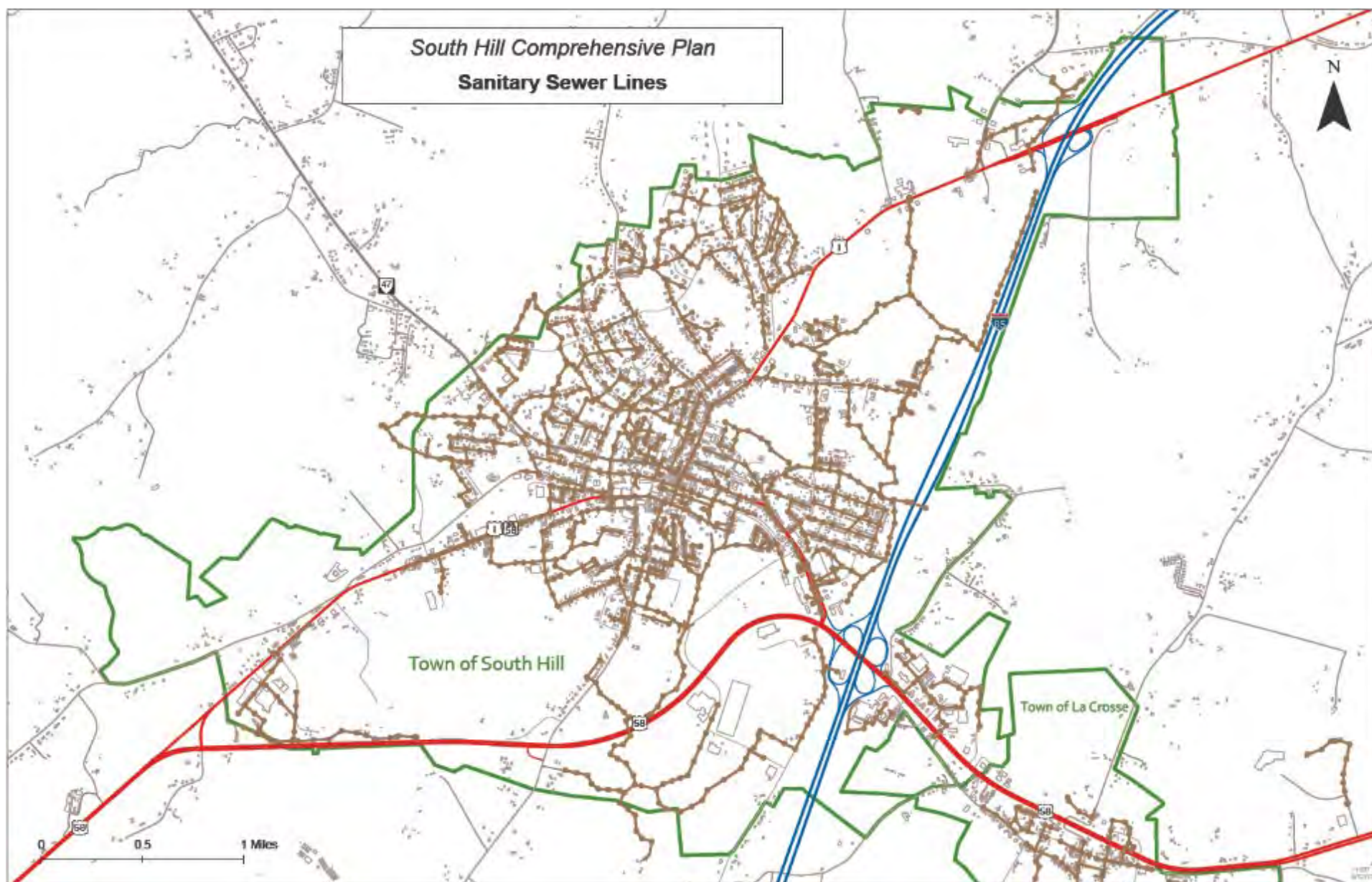


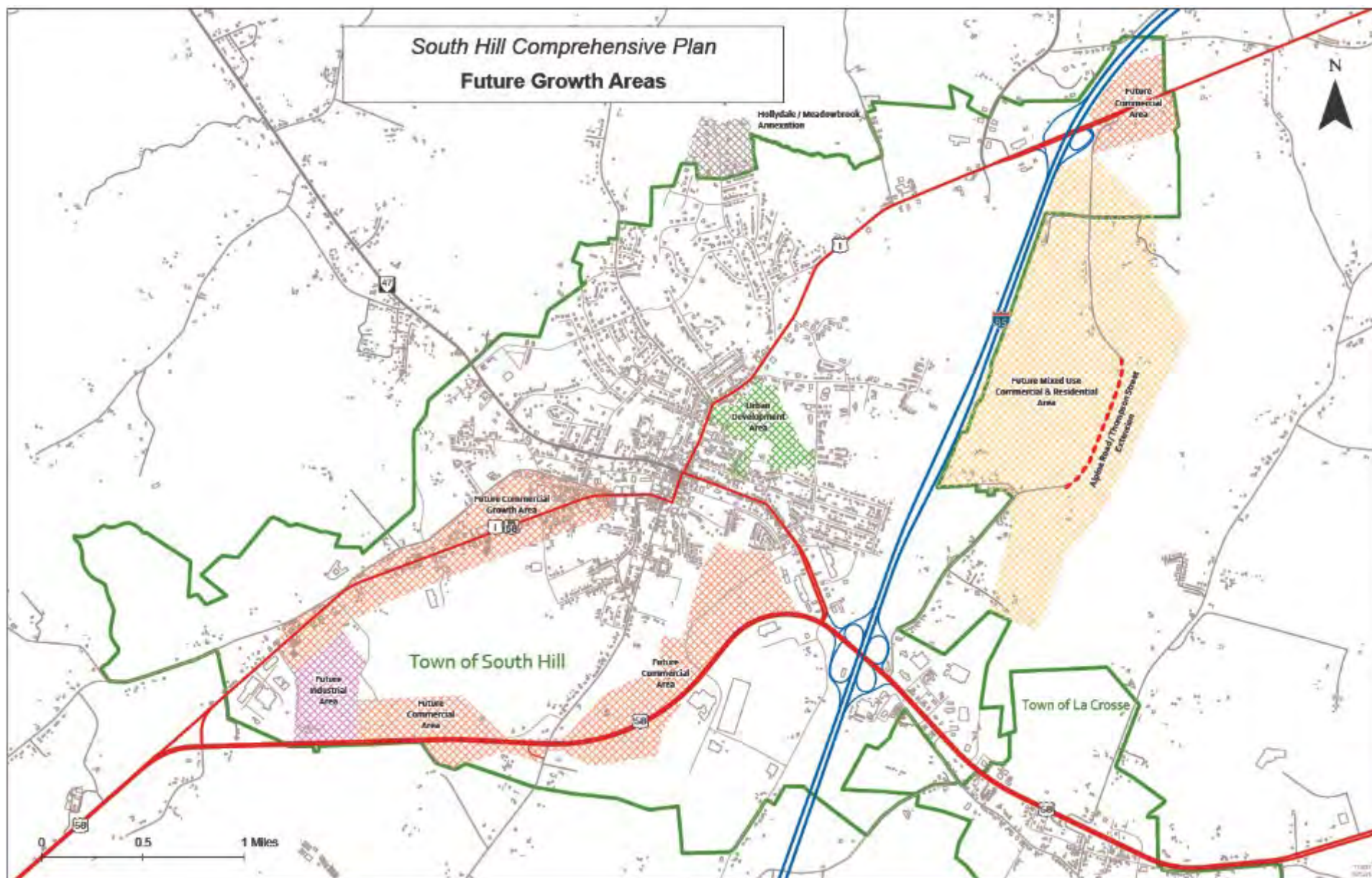


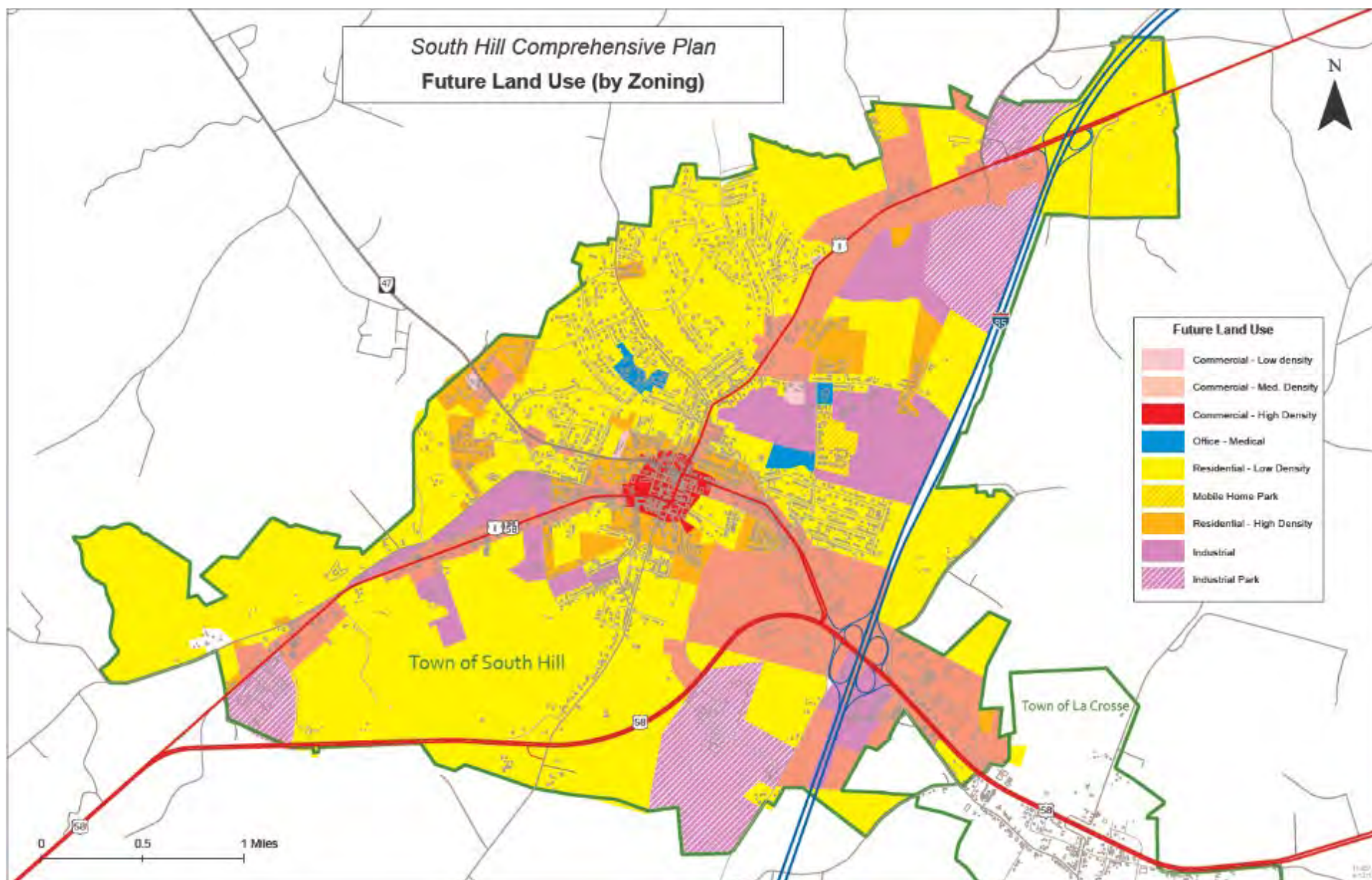
**South Hill Comprehensive Plan
Enterprise Zones & Industrial Parks**





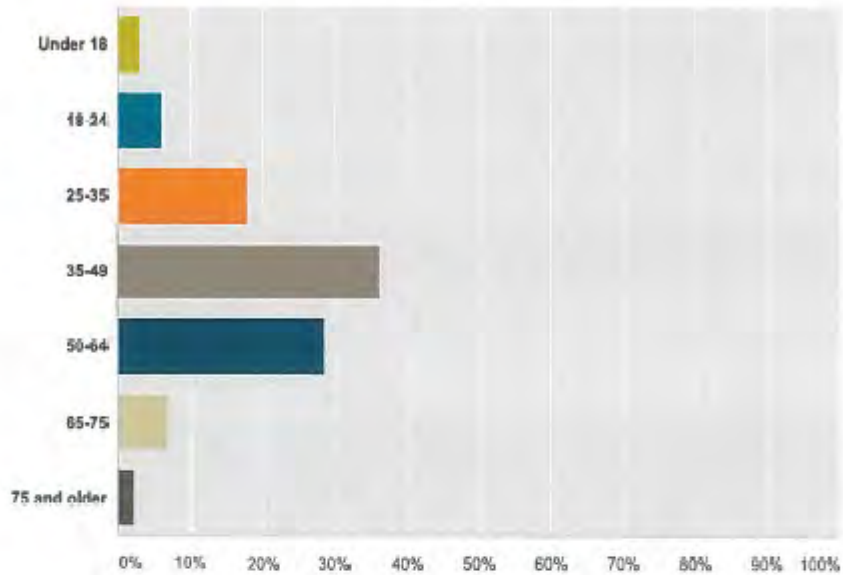






Q1 What is your age group?

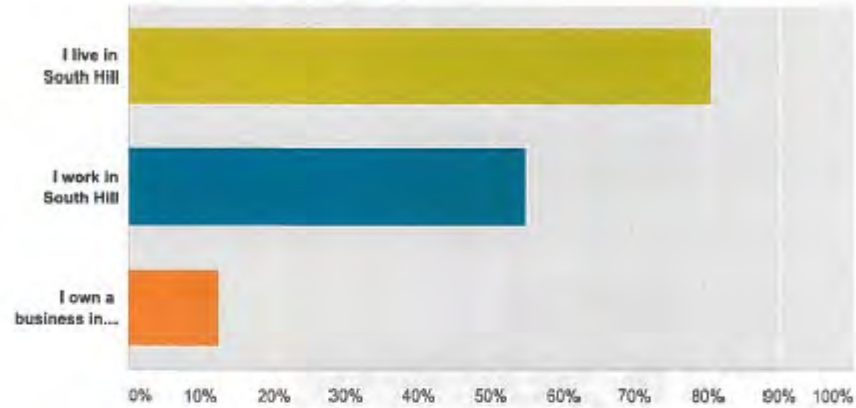
Answered: 147 Skipped: 0



Answer Choices	Responses	
Under 18	2.72%	4
18-24	6.12%	9
25-35	17.69%	26
35-49	36.05%	53
50-64	28.57%	42
65-75	6.80%	10
75 and older	2.04%	3
Total		147

Q2 Check all that apply:

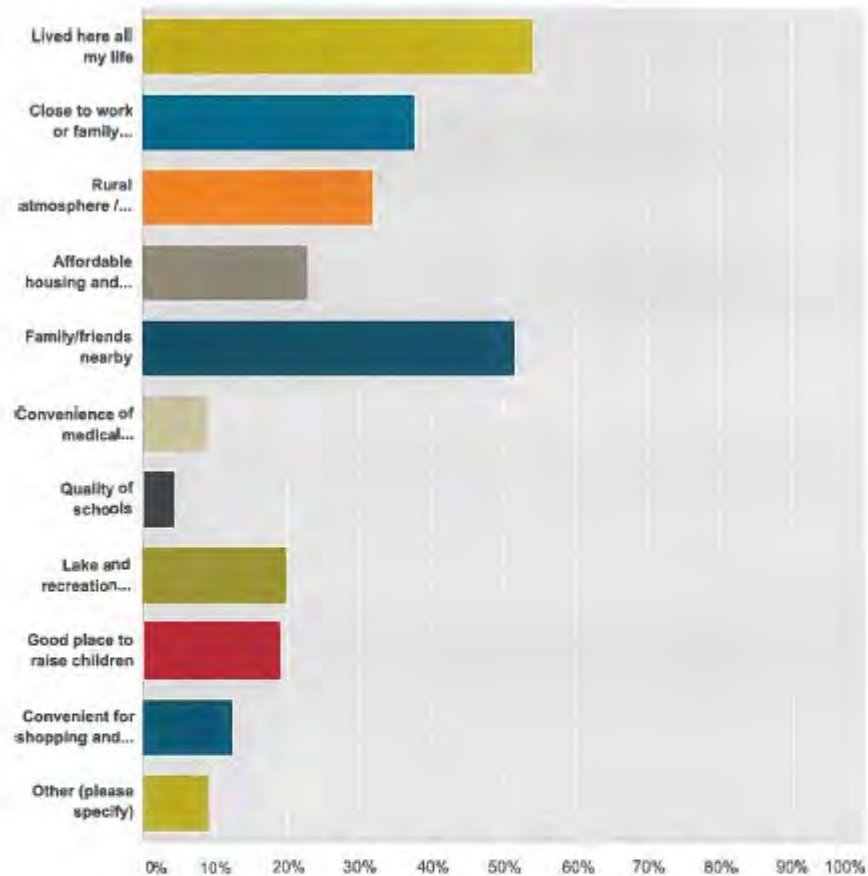
Answered: 144 Skipped: 3



Answer Choices	Responses
I live in South Hill	80.56% 116
I work in South Hill	54.86% 79
I own a business in South Hill	12.50% 18
Total Respondents: 144	

Q3 If you live in South Hill, why do you live in South Hill? (Choose Top 3).

Answered: 122 Skipped: 25



Answer Choices	Responses	
Lived here all my life	54.10%	66
Close to work or family business	37.70%	46
Rural atmosphere / natural beauty	31.97%	39
Affordable housing and cost of living	22.95%	28
Family/friends nearby	51.64%	63
Convenience of medical services	9.02%	11
Quality of schools	4.10%	5
Lake and recreation opportunities	19.67%	24
Good place to raise children	18.85%	23

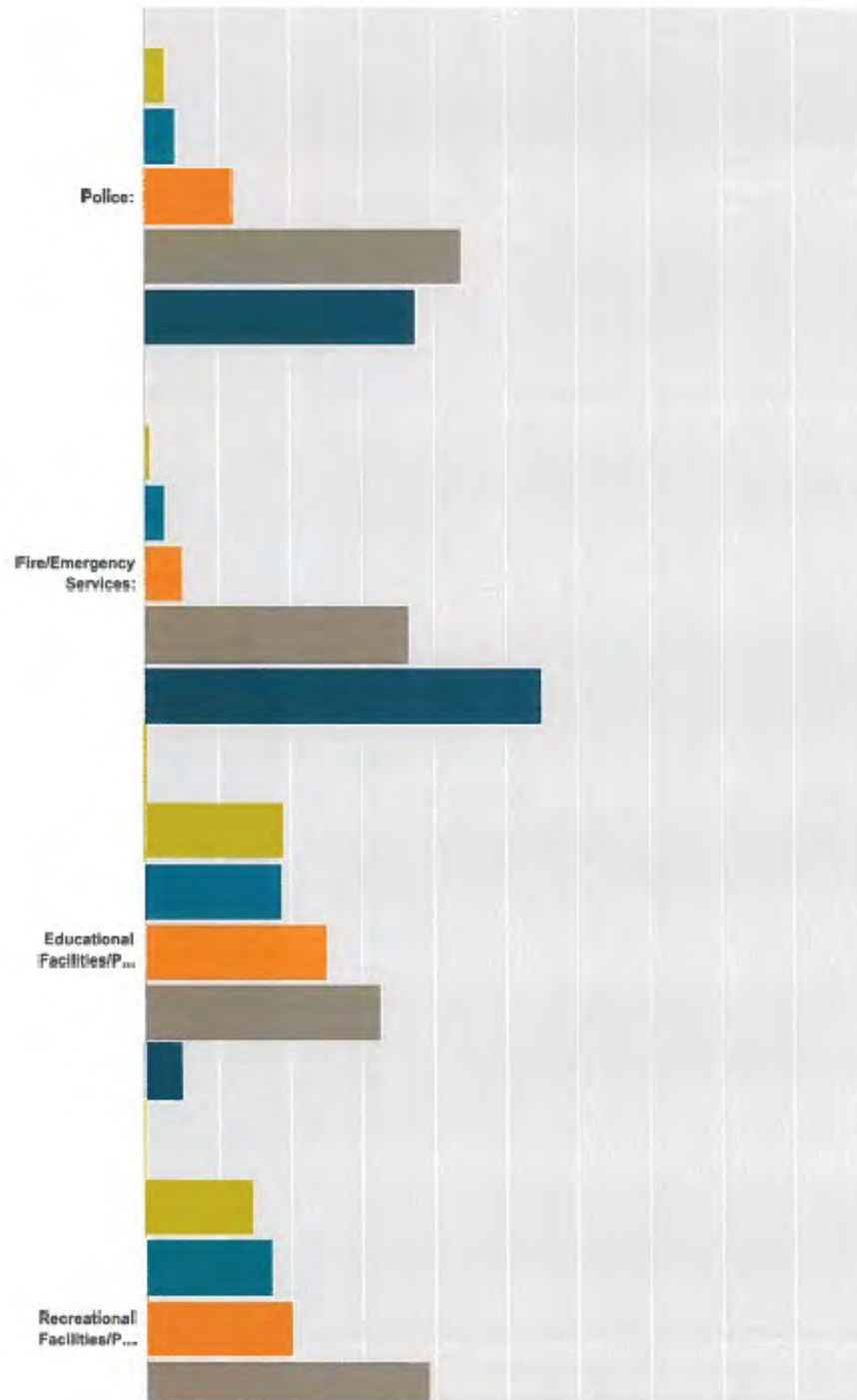
South Hill 2037 Comp Plan Public Input Survey

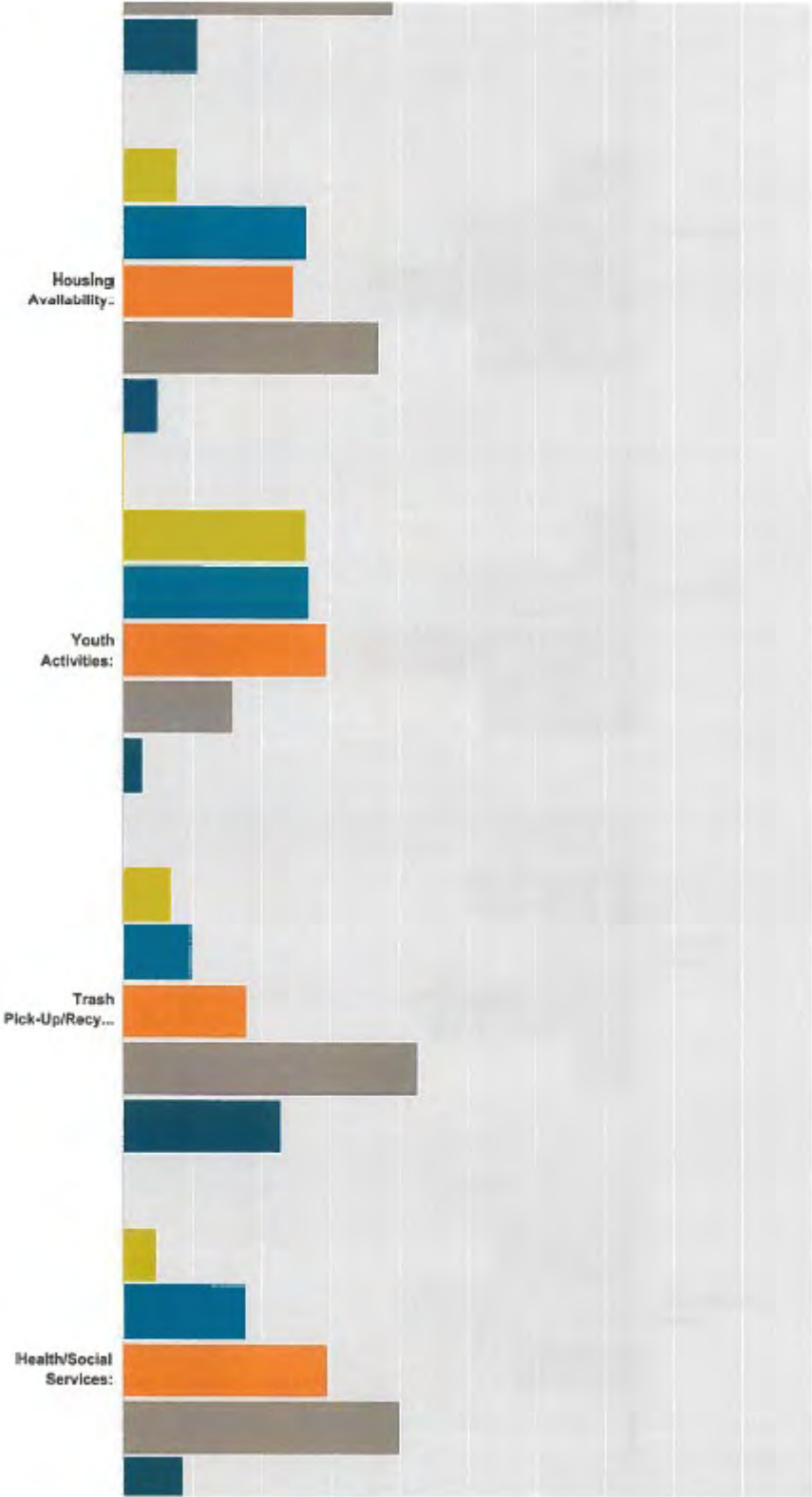
SurveyMonkey

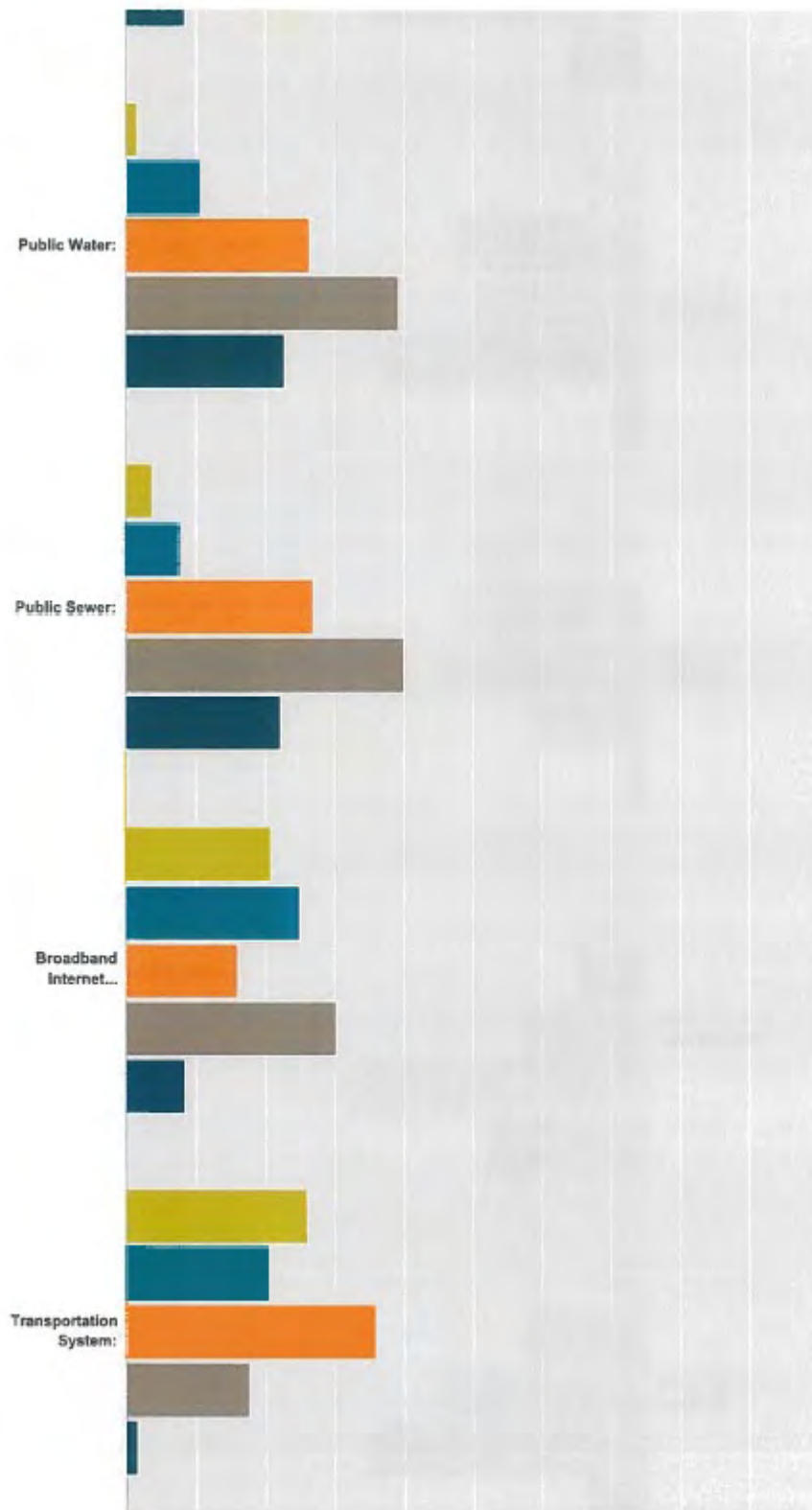
Convenient for shopping and business services	12.30%	15
Other (please specify)	9.02%	11
Total Respondents: 122		

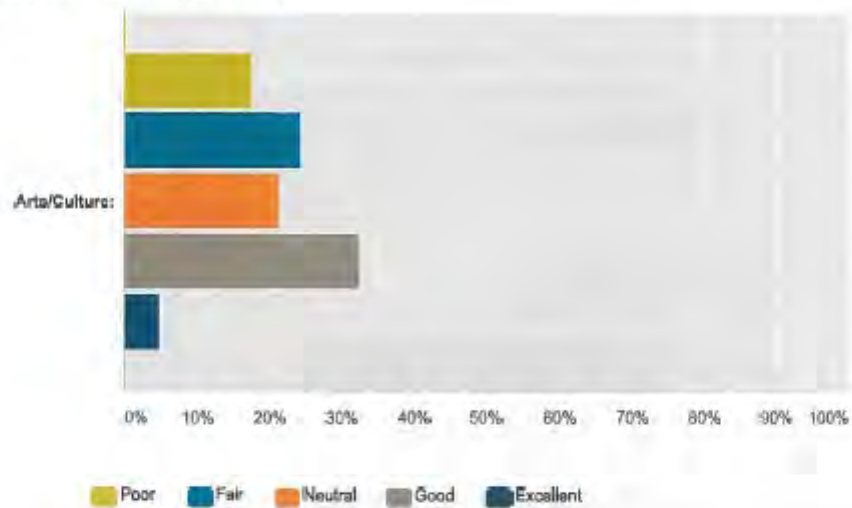
Q4 How well are the following public services being met in South Hill?

Answered: 146 Skipped: 1





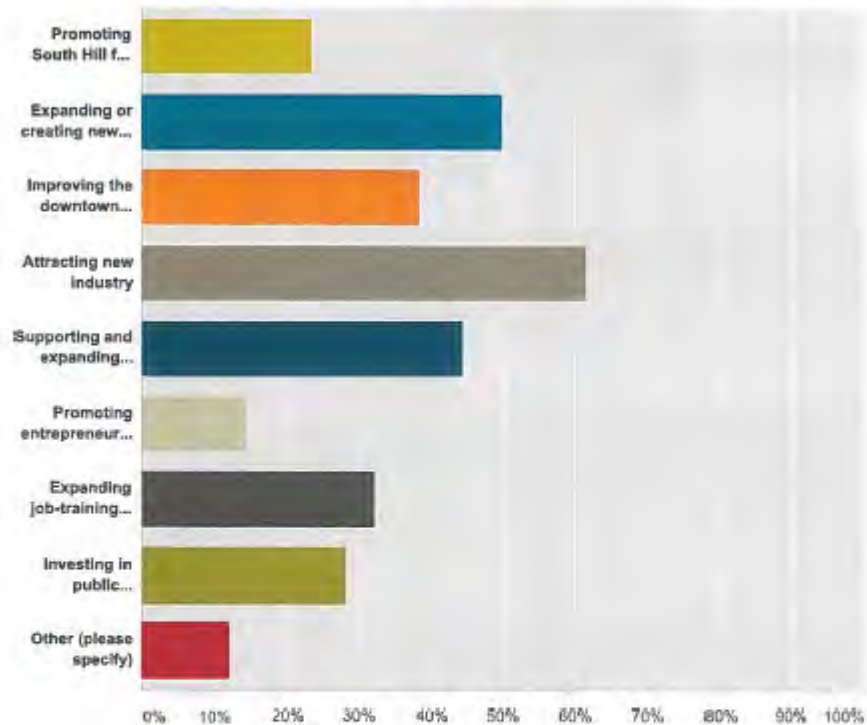




	Poor	Fair	Neutral	Good	Excellent	Total Respondents
Police:	2.78% 4	4.17% 6	11.81% 17	43.75% 63	37.50% 54	144
Fire/Emergency Services:	0.70% 1	2.82% 4	4.93% 7	36.62% 52	54.93% 78	142
Educational Facilities/Programs:	18.75% 27	18.75% 27	25.00% 36	32.64% 47	4.86% 7	144
Recreational Facilities/Programs:	14.48% 21	17.24% 25	20.00% 29	39.31% 57	10.34% 15	145
Housing Availability:	7.69% 11	26.57% 38	24.48% 35	37.06% 53	4.90% 7	143
Youth Activities:	26.21% 38	26.90% 39	29.66% 43	15.86% 23	2.76% 4	145
Trash Pick-Up/Recycling:	6.90% 10	9.66% 14	17.93% 26	42.76% 62	22.76% 33	145
Health/Social Services:	4.83% 7	17.24% 25	29.66% 43	40.00% 58	8.28% 12	145
Public Water:	1.38% 2	10.34% 15	26.21% 38	39.31% 57	22.76% 33	145
Public Sewer:	3.45% 5	7.59% 11	26.90% 39	40.00% 58	22.07% 32	145
Broadband Internet Services:	20.69% 30	24.83% 36	15.86% 23	30.34% 44	8.28% 12	145
Transportation System:	25.87% 37	20.28% 29	35.66% 51	17.48% 25	1.40% 2	143
Arts/Culture:	17.24% 25	24.14% 35	21.38% 31	32.41% 47	4.83% 7	145

Q5 In next 15-20 years, what should be the most important priorities for Economic Development within the Town. (Choose up to 3)

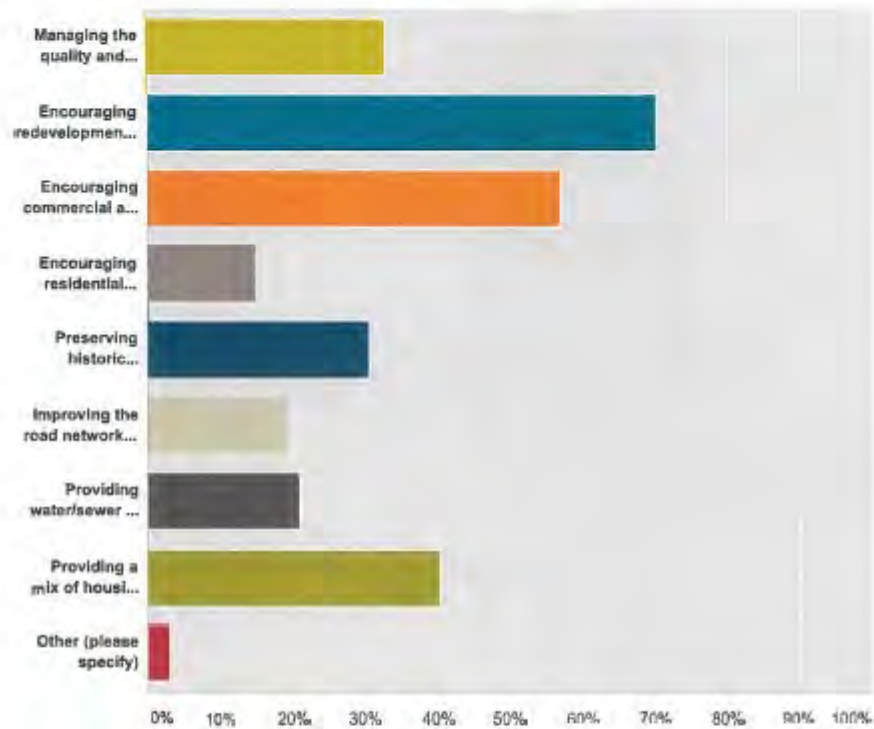
Answered: 146 Skipped: 1



Answer Choices	Responses	
Promoting South Hill for visitors and tourists	23.29%	34
Expanding or creating new retail shopping areas	50.60%	73
Improving the downtown business district	38.36%	56
Attracting new industry	61.64%	90
Supporting and expanding existing small businesses	44.52%	65
Promoting entrepreneurship and/or small or home-based businesses	14.38%	21
Expanding job-training programs and educational opportunities	32.19%	47
Investing in public infrastructure (road access, utilities, fiber optics)	28.08%	41
Other (please specify)	11.64%	17
Total Respondents: 146		

Q6 In next 15-20 years, what should be the most important priorities for Land Use and Development within the Town (Choose up to 3)

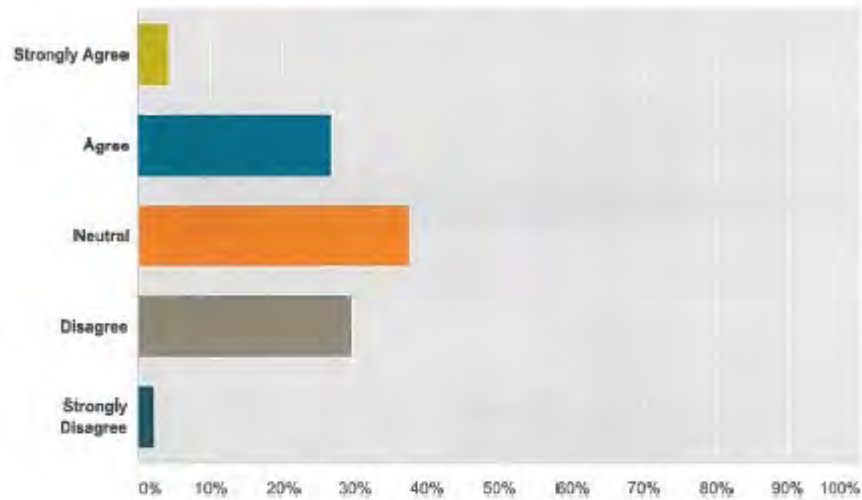
Answered: 144 Skipped: 3



Answer Choices	Responses
Managing the quality and quantity of new development	32.64% 47
Encouraging redevelopment of deteriorated areas and buildings	70.14% 101
Encouraging commercial and business development	58.94% 82
Encouraging residential development	14.58% 21
Preserving historic buildings	30.56% 44
Improving the road network, traffic capacity and connectivity	19.44% 26
Providing water/sewer to areas targeted for development	20.83% 30
Providing a mix of housing, shopping and employment together in one area	40.28% 56
Other (please specify)	2.78% 4
Total Respondents: 144	

Q7 The existing housing stock is sufficient to meet the needs of our community:

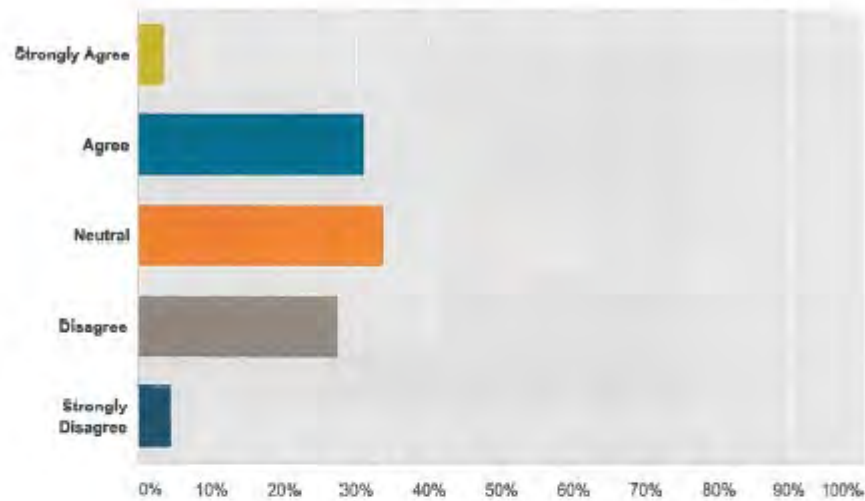
Answered: 146 Skipped: 4



Answer Choices	Responses	
Strongly Agree	4.11%	6
Agree	26.71%	39
Neutral	37.67%	55
Disagree	29.45%	43
Strongly Disagree	2.05%	3
Total		146

Q8 People of all income levels can find housing in the Town of South Hill:

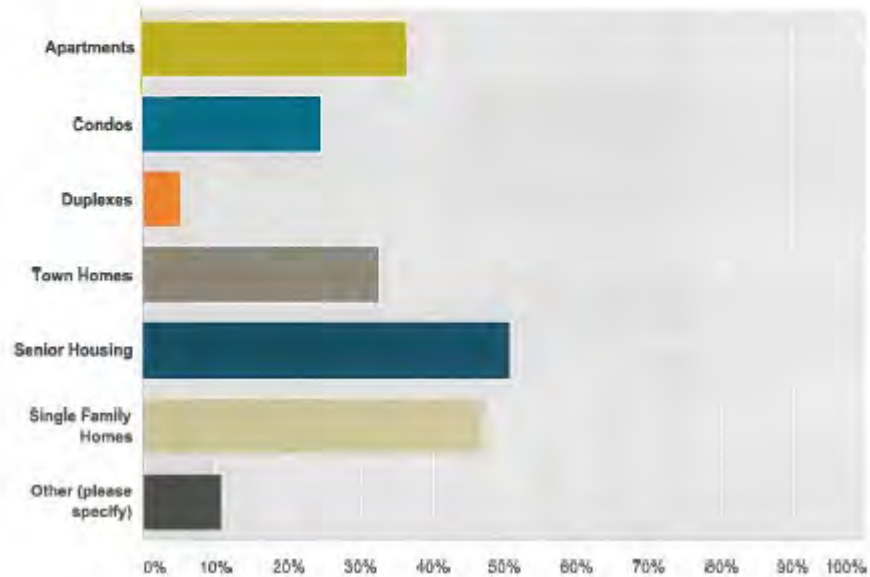
Answered: 145 Skipped: 2



Answer Choices	Responses	
Strongly Agree	3.45%	5
Agree	31.03%	45
Neutral	33.79%	49
Disagree	27.59%	40
Strongly Disagree	4.14%	6
Total		145

Q9 I feel the Town of South Hill needs more of the following housing types (Choose all that apply):

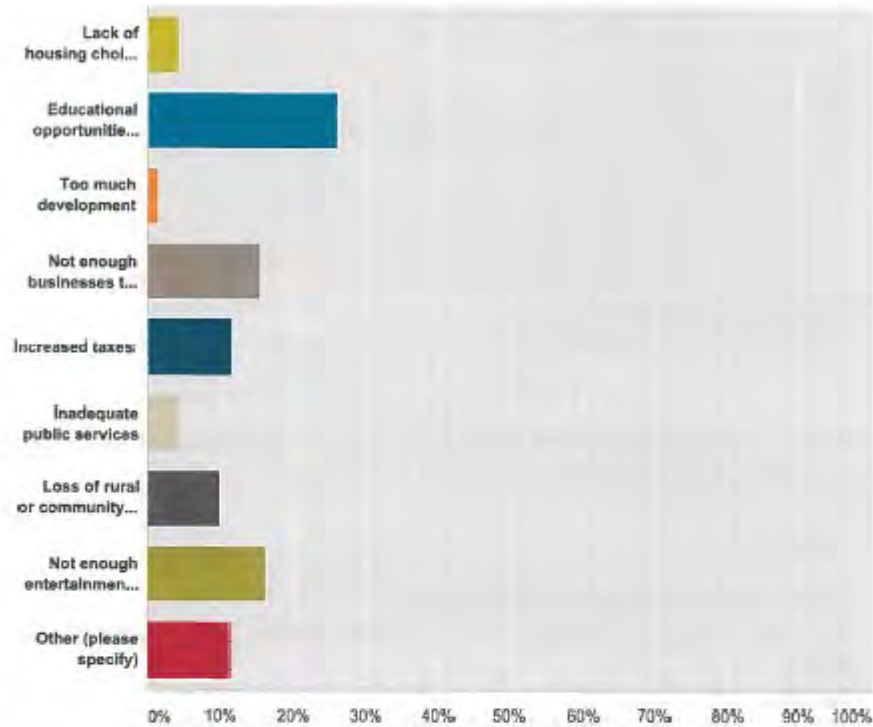
Answered: 138 Skipped: 0



Answer Choices	Responses	
Apartments	36.23%	50
Condos	24.64%	34
Duplexes	5.07%	7
Town Homes	32.61%	45
Senior Housing	50.72%	70
Single Family Homes	47.10%	65
Other (please specify)	10.87%	15
Total Respondents: 138		

Q10 What would most likely cause you to leave (other than change in employment)?

Answered: 142 Skipped: 5



Answer Choices	Responses
Lack of housing choice and styles	4.23% 6
Educational opportunities and school quality	26.06% 37
Too much development	1.41% 2
Not enough businesses to support my needs	15.49% 22
Increased taxes	11.27% 16
Inadequate public services	4.23% 6
Loss of rural or community character	9.86% 14
Not enough entertainment and cultural activities	16.20% 23
Other (please specify)	11.27% 16
Total	142

Q.3. If you live in South Hill, why do you live in South Hill? (Choose Top 3).

"Other" Responses:

1. Was caretaker for my mom
2. I live in lake Gaston
3. I do not know. My husband and I both got jobs here.
4. Bc of husband's job. I'm from here and have family here also.
5. Cause Husbnad was raise here.
6. Friendly people.
7. haven't finalized plans for relocation
8. pace of living, plus the friendliness of MOST of it's residents
9. Retired { my husband Mother left their old house to him so i am told
10. Retirred here after working here.
11. I can't drive so living in town I can walk to more places.

Q.5. In next 15-20 years, what should be the most important priorities for Economic Development within the Town. (Choose up to 3)

"Other" Responses:

1. Encouraging new restuarants to locate here.
2. Need more places to by clothes (Kohl's, Belks or similar places) especially for older people
3. Schools
4. The town of Southhill should be a thriving city being as though theirs no other place between Richmond Va and Raliegh Nc
5. New schools in SouthHill
6. Something to do other than the Colonial
7. Improving school instruction/quality
8. Target, a good steak house, Chick-fil-A, the old schools torn down, get ride of the housing on Atlantic Street, South Hill needs major updating (it's an old person town)
9. What are tourist going to come see? A doll museum? You will love the view from here?? What view. We aren't on the lake or anything of beauty. Mostly powerlines is all you see.
10. Adding more things for kids to do.
11. high speed internet within and beyond the boundaries of the town limits
12. Google Fiber
13. job
14. The Town of South Hill needs a community center similar to the YMCA to offer summer programs for kids in the community. This area lacks educational and extracurricular activities for children.
15. I would like to see a more upscale grocery store.
16. Providing a place for people to go to and do things, like a community center and/or activity center.

Q.6. In next 15-20 years, what should be the most important priorities for Land Use and Development within the Town (Choose up to 3)

"Other" Responses:

1. New vision - keep and bring young graduates here!
2. Job and schools
3. Outside public pools during summer
4. Taking care of & building on what the Town already has rather than focusing so heavily on "new" & "bigger"

Q.9. I feel the Town of South Hill needs more of the following housing types (Choose all that apply):

"Other" Responses:

1. low income
2. safe affordable rental housing
3. I have no idea about the housing needs/types/availability of housing in South Hill. I put Neutral because I have no idea. I've never thought about it.
4. When I said apartments I do not mean section 8
5. Less section 8 housing projects and more apartment complexes for young families and single people.
6. Affordable homes for people who get checks every month so it don't brake them to stay there. Why do they have to live in apartments where there is thugs and drugs outside.
7. Nice homes, not (housing) such as Foxrun and the circle
8. None
9. Zoning to build small "mom in law" houses in existing residential" yards.
10. Gated communities
11. Affordable
12. Assisted living /nursing homes
13. Apartments in the downtown
14. low income housing
15. None

Q.10. What would most likely cause you to leave (other than change in employment)?

"Other" Responses:

1. crime

2. My death
3. Lack of cultural diversity, including food options.
4. I'm retired
5. Loss of rural/community character but increased taxes runs a close second
6. Warmer climate
7. None of the above
8. Elder family members dying.
9. Jobs
10. employment
11. Food tax - highest I have ever seen even in resort towns
12. Not open for business to many rules/regulations that hamper new/small business
13. If I had no family here. and for job
14. I die
15. death

Memorandum

TO: Christopher Detmer, VDOT
FROM: Daniel Scolese, P.E.
DATE: October 8, 2019
SUBJECT: Town of South US 58 Corridor Study

The purpose of this memorandum is to present the results and recommendations for the additional analyses conducted to evaluate alternatives for the US 58 Arterial Preservation Plan within the Town of South Hill. The study area is focused between the intersection of US 58 and Maple Lane and the intersection of US 58 and High Street. An initial study was conducted in 2018, that focused on improving the safety between the I-85 northbound off-ramp onto US 58 eastbound as well as evaluating three intersection improvements within the Town of South Hill. The goals of this follow-up study within the Town of South Hill are to:

- Improve the safety of US 58;
- Improve and maintain the capacity of US 58; and
- Incorporate and support the Town of South Hill's Economic Development goals.

Traffic counts and the existing conditions analysis from the 2018 study were carried forward to this follow-up study. A detailed crash history is provided at the end of this memo that highlights the significant safety concerns within the study area. Alternative designs were analyzed and reviewed in meetings with the Town of South Hill on March 27, 2019, May 20, 2019 and June 20, 2019. The recommendations were presented to the Town of South Hill Council on July 31, 2019 and adopted by the Town Council on August 12, 2019. The final recommendations are attached and are a result from these forums.

Future Volumes

Future turn movements volumes were calculated using a background rate of one percent, trip generation for potential development along the corridor between Mecklenburg and Brunswick county, and the potential economic growth within the Town of South Hill. The US 58 Richmond Arterial Preservation Plan Report includes further discussion on the development of the future traffic volumes. The future land use and development within the Town of South Hill was determined using existing documentation as well as input from VDOT and the Town of South Hill. The assumed land uses can be found attached at the end of this memo. Future traffic volumes were developed for the following scenarios:

- 2040 No-Development within Town of South Hill: No Build Volumes;
- 2040 No-Development within Town of South Hill: Build Volumes;
- 2040 Development occurring within Town of South Hill: No Build Volumes; and
- 2040 Development occurring within Town of South Hill: Build Volumes.

Future Recommendations and Operations:

The final adopted recommendations for the corridor are:

Intersection of US 58 with Maple Lane

- Construct right-turn lanes on eastbound and westbound Maple Lane. Traffic conditions at this location should be monitored into the future to determine if any additional improvements are needed.

Intersection of US 58 with Country Lane

- Reconfigure the intersection to reduce traffic signal phasing by relocating the US 58 left-turn movements and southbound thru-movements from Country Lane.
- Reconstruct the westbound US 58 right-turn lane onto US BUS 58 as a continuous right-turn.

US 58 and I-85 Interchange

- Reconstruct the interchange as either a Diverging Diamond Interchange (DDI) or Roundabouts configuration.
- Conduct an Interchange Modification Report (IMR) for approval from FHWA and VDOT.

US 58 and Thompson Street

- Reconfigure intersection to right-in/right-out and re-route movements through interparcel connections between Thompson Street and Peebles Street.

US 58 and Peebles Street

- Maintain access and lengthen eastbound left-turn lane as determined by a traffic capacity analysis. As development occurs, additional improvements will be required and final determination of appropriate traffic control shall be determined through a traffic signal warrant analysis, signal justification report, and approvals by District, State, and Federal officials.

US 58 and Crowder Street

- Reconfigure intersection to right-in/right-out.

US 58 and Cycle Lane

- Reconfigure the intersection to reduce traffic signal phasing by relocating eastbound and westbound left-turn movements on US 58 and northbound and southbound thru-movements from Cycle Lane.

US 58 and High Street

- Reconstruct the intersection to a roundabout. As development occurs, the northbound approach on High Street may need to be reconfigured to permit only right-turn movements to maintain the capacity of the intersection. The northbound left-turns and through movements will use the Cycle Lane traffic signal via the interparcel connection between Cycle Lane and High Street.

Detailed configuration concepts and operational results are attached to this memo. Table 1 summarizes the delay and LOS for the US 58 at-grade intersections. Table 2 and Table 3 summarize the delay and travel times for the US 58 and I-85 interchange. It should be noted that the diverging diamond traffic signals are coordinated so that vehicles stop only once at a traffic light. Figures of the delay and LOS results are attached to this memo.

Intersection	Scenario	Overall Delay (LOS)	Delay per Lane Group by Approach (sec/veh) (Level of Service)											
			Eastbound			Westbound			Northbound			Southbound		
			LT	TH	RT	LT	TH	RT	LT	TH	RT	LT	TH	RT
Maple Ln & US 58	AM Peak Hour													
	2018 Existing	2.0	8.1 A	0.0 A	0.0 A	7.9 A	0.0 A	0.0 A	12.7 B	11.1 B	11.1 B	11.7 B	11.7 B	11.7 B
	A		1.1 (A)			0.3 (A)			11.1 (B)			11.7 (B)		
	2040 No Development No Build	2.3	8.0 B	0.0 A	0.0 A	8.2 A	0.0 A	0.0 A	14.6 B	14.6 B	9.7 A	13.2 B	12.0 A	12.0 A
	A		0.8 (A)			0.6 (A)			11.9 (B)			12.0 (B)		
	2040 No Development Build	2.3	8.0 B	0.0 A	0.0 A	8.2 A	0.0 A	0.0 A	14.6 B	14.6 B	9.7 A	13.2 B	12.0 A	12.0 A
	A		0.8 (A)			0.6 (A)			11.9 (B)			12.0 (B)		
	2040 Development No Build	8.7	8.3 A	0.0 A	0.0 A	8.7 A	0.0 A	0.0 A	27.4 D	27.4 D	9.9 A	19.2 C	42.2 E	42.2 E
	A		0.7 (A)			2.0 (A)			17.3 (C)			42.0 (E)		
	2040 Development Build	8.7	8.3 A	0.0 A	0.0 A	8.7 A	0.0 A	0.0 A	27.4 D	27.4 D	9.9 A	19.2 C	42.2 E	42.2 E
	A		0.7 (A)			2.0 (A)			17.3 (C)			42.0 (E)		
	PM Peak Hour													
	2018 Existing	1.9	7.7 A	0.0 A	0.0 A	8.8 A	0.0 A	0.0 A	11.5 B	9.5 A	9.5 A	11.5 B	11.5 B	11.5 B
	A		0.7 (A)			0.2 (A)			9.6 (A)			11.5 (B)		
	2040 No Development No Build	1.9	7.6 A	0.0 A	0.0 A	9.1 A	0.0 A	0.0 A	13.0 B	13.0 B	9.7 A	11.7 B	9.4 A	9.4 A
	A		0.6 (A)			0.4 (A)			11.6 (B)			9.6 (A)		
	2040 No Development Build	1.9	7.6 A	0.0 A	0.0 A	9.1 A	0.0 A	0.0 A	13.0 B	13.0 B	9.7 A	11.7 B	9.4 A	9.4 A
	A		0.6 (A)			0.4 (A)			11.6 (B)			9.6 (A)		
	2040 Development No Build	5.3	8.0 A	0.0 A	0.0 A	9.8 A	0.0 A	0.0 A	22.3 C	22.3 C	11.5 B	22.0 C	10.3 B	10.3 B
	A		0.5 (A)			1.5 (A)			16.0 (C)			11.0 (B)		
	2040 Development Build	5.3	8.0 A	0.0 A	0.0 A	9.8 A	0.0 A	0.0 A	22.3 C	22.3 C	11.5 B	22.0 C	10.3 B	10.3 B
	A		0.5 (A)			1.5 (A)			16.0 (C)			11.0 (B)		
Country Ln & US 58	AM Peak Hour													
	2018 Existing	22.4	40.3 D	17.0 B	15.8 B	40.5 D	17.6 B	14.3 B	45.4 D	37.9 D	38.4 D	36.7 D	26.8 C	27.1 D
	C		19.4 (B)			16.6 (B)			38.8 (D)			35.2 (D)		
	2040 No Development No Build	23.4	46.3 D	23.3 C	15.7 B	60.0 E	22.7 C	14.1 B	36.2 D	17.0 B	16.7 B	34.7 C	10.9 B	10.9 B
	C		24.8 (C)			19.0 (B)			18.1 (B)			31.0 (C)		
	2040 No Development Build	13.4	NA B	17.1 B	0.1 A	33.0 D	17.0 B	0.5 A	25.4 C	26.3 C	25.4 C	20.0 B	33.2 D	17.2 B
	B		15.9 (B)			7.9 (A)			25.8 (C)			20.7 (C)		
	2040 Development No Build	24.6	46.3 D	24.2 C	15.8 B	60.0 E	27.4 C	14.5 B	36.2 D	17.0 B	16.7 B	35.5 D	10.8 B	10.8 B
	C		25.5 (C)			21.7 (C)			18.1 (B)			31.8 (C)		
	2040 Development Build	14.4	NA B	18.3 B	0.0 A	36.3 D	20.3 C	0.7 A	25.4 C	26.3 C	25.4 C	19.3 B	32.5 D	16.5 B
	B		16.6 (B)			10.9 (B)			25.8 (C)			20.0 (C)		
	PM Peak Hour													
	2018 Existing	32.3	53.7 D	23.9 C	22.2 C	55.8 E	23.9 C	15.9 B	55.9 E	52.1 D	57.5 E	43.2 D	27.1 C	26.8 C
	C		27.6 (C)			17.6 (B)			55.1 (E)			41.1 (D)		
	2040 No Development No Build	25.4	45.8 D	26.8 C	21.7 B	77.3 E	26.6 C	13.3 B	43.3 D	24.6 C	23.3 C	34.9 C	10.7 B	10.3 B
	C		28.7 (C)			16.7 (B)			25.4 (C)			31.9 (C)		
	2040 No Development Build	16.3	NA B	16.8 B	0.1 A	31.8 D	15.8 B	1.0 A	26.9 C	30.5 C	26.8 C	25.3 C	32.8 D	16.8 B
	B		15.0 (B)			4.1 (A)			28.5 (C)			25.5 (C)		
	2040 Development No Build	30.0	45.8 D	32.2 C	21.7 B	77.3 E	30.4 C	15.2 B	43.3 D	25.0 C	23.7 C	43.8 D	10.7 B	10.3 B
	C		32.9 (C)			20.4 (C)			25.8 (C)			40.2 (D)		
	2040 Development Build	19.1	NA C	26.4 C	0.1 A	39.7 D	23.7 C	1.5 A	23.6 C	25.4 C	17.2 B	28.2 C	33.3 D	17.3 B
	B		23.9 (C)			21.3 (C)			21.2 (C)			28.1 (C)		

Table 1: Town of South Hill US 58 At-Grade Intersection Operations

Table 2: Town of South Hill US 58 At-Grade Intersection Operations (Cont.)

Intersection	Scenario	Overall Delay (LOS)	Delay per Lane Group by Approach (sec/veh)												
			Eastbound			Westbound			Northbound			Southbound			
			LT	TH	RT	LT	TH	RT	LT	TH	RT	LT	TH	RT	
Crowder St & US 58	AM Peak Hour														
	2018 Existing	0.5	9.5 A	0.0 A	NA	NA	0.0 A	0.0 A	NA	12.8 B	NA	12.8 B			
		A	0.7 (A)			0.0 (A)				12.8 (B)					
	2040 No Development No Build	0.4	8.5 A	0.0 A	NA	NA	0.0 A	0.0 A	NA	9.8 A	NA	9.8 A			
		A	0.5 (A)			0.0 (A)				9.8 (A)					
	2040 No Development Build	0.2	NA A	0.0 A	NA	NA	0.0 A	0.0 A	NA	NA	NA	10.1 B			
		A	0 (A)			0.0 (A)				10.1 (B)					
	2040 Development No Build	0.3	9.4 A	0.0 A	NA	NA	0.0 A	0.0 A	NA	10.7 B	NA	10.7 B			
		A	0.5 (A)			0.0 (A)				10.7 (B)					
	2040 Development Build	0.1	NA A	0.0 A	NA	NA	0.0 A	0.0 A	NA	NA	NA	10.1 B			
		A	0 (A)			0.0 (A)				10.1 (B)					
	PM Peak Hour														
	2018 Existing	1.0	9.8 A	0.0 A	NA	NA	0.0 A	0.0 A	NA	14.7 B	NA	14.7 B			
		A	0.7 (A)			0.0 (A)				14.7 (B)					
	2040 No Development No Build	0.7	8.8 A	0.0 A	NA	NA	0.0 A	0.0 A	NA	10.4 B	NA	10.4 B			
		A	0.6 (A)			0.0 (A)				10.4 (B)					
	2040 No Development Build	0.4	NA A	0.0 A	NA	NA	0.0 A	0.0 A	NA	NA	NA	10.3 B			
		A	0 (A)			0.0 (A)				11.3 (B)					
	2040 Development No Build	0.6	11.0 B	0.0 A	NA	NA	0.0 A	0.0 A	NA	12.2 B	NA	12.2 B			
		A	0.5 (A)			0.0 (A)				12.2 (B)					
	2040 Development Build	0.3	NA A	0.0 A	NA	NA	0.0 A	0.0 A	NA	NA	NA	11.3 B			
		A	0 (A)			0.0 (A)				11.3 (B)					
Cycle Ln & US 58	AM Peak Hour														
	2018 Existing	13.9 B	34.0 C	9.4 A	3.7 A	37.3 D	13.3 B	7.1 A	33.6 C	33.6 C	32.6 C	31.5 C	31.5 C	30.9 C	
			11.9 (B)			12.6 (B)			33.5 (C)			31.2 (C)			
	2040 No Development No Build	14.8 B	36.8 D	10.5 B	8.3 A	43.2 D	13.9 B	11.1 B	30.3 C	30.3 C	28.9 C	37.8 D	37.8 D	35.7 D	
			12.8 (B)			13.8 (B)			30.2 (C)			36.6 (D)			
	2040 No Development Build	4.0 A	NA	2.3 A	0.0 A	NA	2.2 A	0.1 A	26.4 C	NA	25.2 C	27.5 C	NA	25.3 C	
		A	2.1 (A)			1.8 (A)			26.3 (C)			26.6 (C)			
	2040 Development No Build	23.8 C	41.2 D	19.7 B	15.8 B	41.1 D	22.1 C	14.7 B	34.5 C	34.5 C	29.1 C	41.1 D	41.1 D	38.4 D	
			20.7 (C)			23.1 (C)			33.4 (C)			39.9 (D)			
	2040 Development Build	6.9 A	NA	5.4 A	0.1 A	NA	6.0 A	0.1 A	18.3 B	NA	13.8 B	14.5 B	NA	13.8 B	
		A	4.4 (A)			5.0 (A)			17.7 (B)			14.2 (B)			
	PM Peak Hour														
	2018 Existing	18.3 B	36.9 D	15.8 B	5.7 A	54.7 D	17.5 B	7.8 A	31.5 C	31.5 C	30.3 C	29.1 C	29.1 C	26.8 C	
			15.4 (B)			16.4 (B)			31.3 (C)			27.9 (C)			
	2040 No Development No Build	25.6 C	42.4 D	22.3 C	17.0 B	77.3 E	24.6 C	20.3 C	27.6 C	27.6 C	26.2 C	39.4 D	39.4 D	33.6 C	
			22.7 (C)			25.0 (C)			27.3 (C)			36.7 (D)			
	2040 No Development Build	6.9 A	NA	4.9 A	0.1 A	NA	4.3 A	0.2 A	20.9 C	NA	20.0 B	23.2 C	NA	20.3 C	
		A	4.1 (A)			3.2 (A)			20.7 (C)			22.0 (C)			
	2040 Development No Build	31.3 C	42.4 D	29.0 C	22.0 C	45.4 D	30.3 C	20.3 B	44.7 D	44.7 D	26.6 C	39.4 D	39.4 D	33.6 C	
			27.7 (C)			30.2 (C)			41.5 (D)			36.7 (D)			
	2040 Development Build	10.6 B	NA	10.3 B	0.3 A	NA	9.8 A	0.2 A	22.3 C	NA	13.5 B	15.0 B	NA	13.8 B	
		B	7.3 (A)			7.8 (A)			21.1 (C)			14.5 (B)			

Table 3: Town of South Hill US 58 At-Grade Intersection Operations (Cont.)

Intersection	Scenario	Overall Delay (LOS)	Delay per Lane Group by Approach (sec/veh)												
			Eastbound			Westbound			Northbound			Southbound			
			LT	TH	RT	LT	TH	RT	LT	TH	RT	LT	TH	RT	
High St & US 58	AM Peak Hour														
	2018 Existing	1.3	8.9 A	0.0 A	0.0 A	8.1 A	0.0 A	0.0 A	20.5 C	20.5 C	20.5 C	10.4 B	10.4 B	10.4 B	
		A	0.3 (C)			0.1 (A)			20.5 (C)			10.4 (B)			
	2040 No Development No Build	0.9	8.8 A	0.0 A	0.0 A	8.4 B	0.0 A	0.0 A	15.5 C	15.5 C	15.5 C	10.3 B	10.3 B	10.3 B	
		A	0.3 (A)			0.1 (A)			15.5 (C)			10.3 (B)			
	2040 No Development Build	4.5	13.5 B	3.1 A	3.2 A	11.3 B	3.8 A	0.0 A	13.5 B	0.0 A	6.0 A	0.0 A	0.0 A	0.0 A	
		A	4.3 (A)			4.0 (A)			12.4 (B)			0.0 (A)			
	2040 Development No Build	2.6	10.1 B	0.0 A	0.0 A	8.7 A	0.0 A	0.0 A	27.4 D	27.4 D	27.4 D	11.7 B	11.7 B	11.7 B	
		A	0.3 (A)			0.9 (A)			27.4 (D)			11.7 (B)			
	2040 Development Build	5.1	14.7 B	4.3 A	3.8 A	11.1 B	3.6 A	0.0 A	NA	NA	2.7 A	0.0 A	0.0 A	0.0 A	
		A	5.4 (A)			5.0 (A)			2.7 (A)			0.0 (A)			
	PM Peak Hour														
	2018 Existing	3.2	8.9 A	0.0 A	0.0 A	9.1 A	0.0 A	0.0 A	46.7 E	46.7 E	46.7 E	15.1 C	15.1 B	15.1 B	
		A	0.3 (C)			0.1 (A)			46.7 (E)			15.1 (C)			
	2040 No Development No Build	1.3	8.9 A	0.0 A	0.0 A	9.0 B	0.0 A	0.0 A	17.9 C	17.9 C	17.9 C	11.2 B	11.2 B	11.2 B	
		A	0.6 (A)			0.3 (A)			17.9 (C)			11.2 (B)			
	2040 No Development Build	4.6	13.7 B	3.2 A	3.3 A	11.5 B	3.9 A	3.9 A	13.7 B	0.0 A	6.2 A	0.0 A	0.0 A	0.3 A	
		A	4.3 (A)			4.0 (A)			12.4 (B)			0.3 (A)			
	2040 Development No Build	13.8	10.3 B	0.0 A	0.0 A	10.7 B	0.0 A	0.0 A	107.5 F	107.5 F	107.5 F	18.0 C	18.0 C	18.0 C	
		B	0.6 (A)			2.0 (A)			107.5 (F)			18.0 (C)			
	2040 Development Build	5.4	15.5 B	4.7 A	4.3 A	11.3 B	3.7 A	3.7 A	NA	NA	2.7 A	0.0 A	0.0 A	0.3 A	
		A	5.7 (A)			5.7 (A)			2.7 (A)			0.3 (A)			

Table 4: Town of South Hill US 58 At-Grade Intersection Operations (Cont.)

Intersection	Scenario	Overall Delay (LOS)	Delay per Lane Group by Approach (sec/veh)												
			Eastbound			Westbound			Northbound			Southbound			
			LT	TH	RT	LT	TH	RT	LT	TH	RT	LT	TH	RT	
I-85 Southbound & US 58	AM Peak Hour														
	2040 No Build	See Travel Times													
	2040 Roundabout	4.2	NA	3.8 A	2.9 A	NA	3.1 A	3.0 A	NA			14.0 B	6.3 A	6.0 A	
		A	3.7 (A)			3.0 (A)			9.2 (A)						
	2040 DDI	18.3	NA	22.7 C	0.0 A	NA	18.2 B	NA	NA			11.2 B	NA	18.2 B	
		B	20.1 (C)			18.2 (B)			14.9 (B)						
	PM Peak Hour														
	2040 No Build	See Travel Times													
	2040 Roundabout	4.0	NA	4.2 A	2.9 A	NA	3.0 A	3.0 A	NA			14.4 B	6.7 A	6.4 A	
		A	4.0 (A)			3.0 (A)			9.3 (A)						
	2040 DDI	12.8	NA	24.2 C	0.0 A	NA	27.5 C	NA	NA			13.3 B	NA	16.1 B	
		B	20.3 (C)			27.5 (C)			14.9 (B)						
I-85 Northbound & US 58	AM Peak Hour														
	2040 No Build	See Travel Times													
	2040 Roundabout	4.9	10.6 B	3.0 A	NA	NA	4.9 A	3.0 A	13.5 B	5.2 A	3.1 A	NA			
		A	3.8 (A)			4.6 (A)			8.6 (A)						
	2040 DDI	17.9	NA	23.6 C	NA	NA	17.6 B	0.0 A	17.9 B	NA	11.5 B	NA			
		B	23.6 (C)												
	PM Peak Hour														
	2040 No Build	See Travel Times													
	2040 Roundabout	4.2	10.6 B	2.9 A	NA	NA	4.4 A	3.0 A	15.6 C	7.3 A	4.3 A	NA			
		A	3.4 (A)			4.2 (A)			8.4 (A)						
	2040 DDI	22.2	NA	25.2 C	NA	NA	26.6 C	0.1 A	15.6 B	NA	14.9 B	NA			
		C	25.2 (C)			22.3 (C)			15.3 (B)						

Table 5: US 58 & I-85 Interchange Operations

Scenario	US 58 & I-85 Interchange	
	Travel Times (sec)	
	Eastbound	Westbound
AM Peak Hour		
2040 No Build	49	53
2040 Roundabout	47	45
2040 DDI	34	35
PM Peak Hour		
2040 No Build	55	59
2040 Roundabout	48	54
2040 DDI	34	34

Table 6: US 58 & I-85 Interchange Travel Times

Operationally, the recommendations improved delay in the AM and PM Peak Hours. Travel times in 2040 for both conditions improved as well.

The recommendations were also developed to reduce crashes. The following summarizes the anticipated reduction in crashes:

- Intersection of US 58 and Country Lane: Decreases crashes up to 25%
- US 58 and I-85 Interchange: DDI expected to decrease crashes up to 30% and Roundabouts would decrease crashes up to 20%
- Between Thompson Lane and High Street on US 58: Decreases crashes up to 40%

In addition to the benefits of reduced delay and improved safety, the recommendations support the Town of South Hill's economic development efforts by providing the additional capacity on US 58 and intersecting roadways. It is important to note that each of the recommendations can be constructed independently. This flexibility allows for separate project submissions by the Town of South Hill and phasing of construction. The preferred recommendations are provided following this page containing detailed information, opinion of costs, and concepts.

Attachments:

US 58 Town of South Hill Study Area

US 58 Crash History

2018 Existing Turn Movement Counts

US 58 Town of South Hill Land Use

2040 No-Development within Town of South Hill: No Build Volumes

2040 No-Development within Town of South Hill: Build Volumes

2040 Development occurring within Town of South Hill: No Build Volumes

2040 Development occurring within Town of South Hill: Build Volumes

2018 Existing Operations

2040 No-Development within Town of South Hill: No Build Operations

2040 No-Development within Town of South Hill: Build Operations

2040 Development occurring within Town of South Hill: No Build Operations

2040 Development occurring within Town of South Hill: Build Operations

Concepts of Recommendations:

- Town of South Hill Overview
- Intersection of US 58 and Country Lane
- US 58 and I-85 Interchange
- US 58 Eastern Corporate Limits: US 58 intersections between Thompson Street and High Street

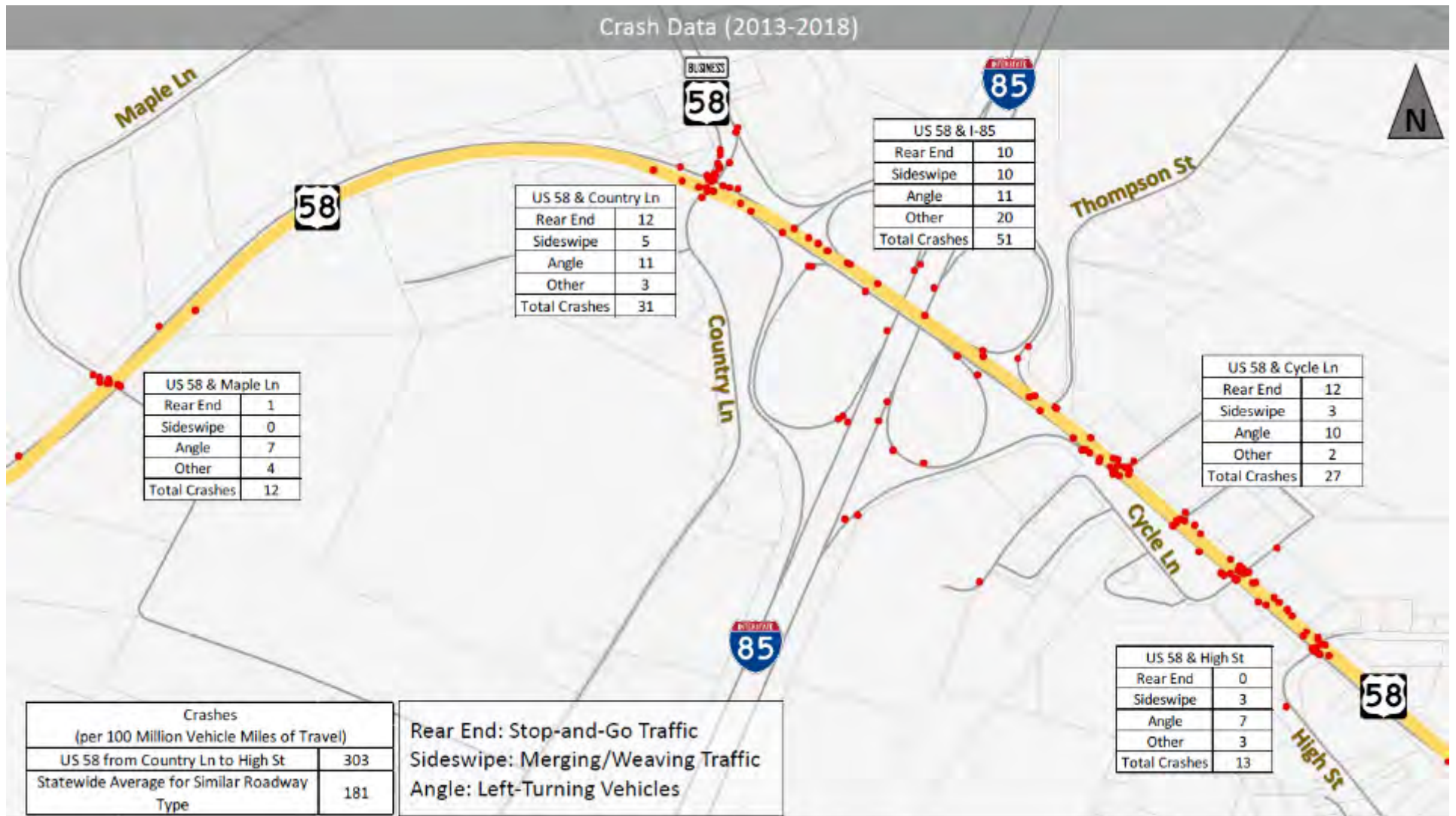
Independent Utility Considerations:

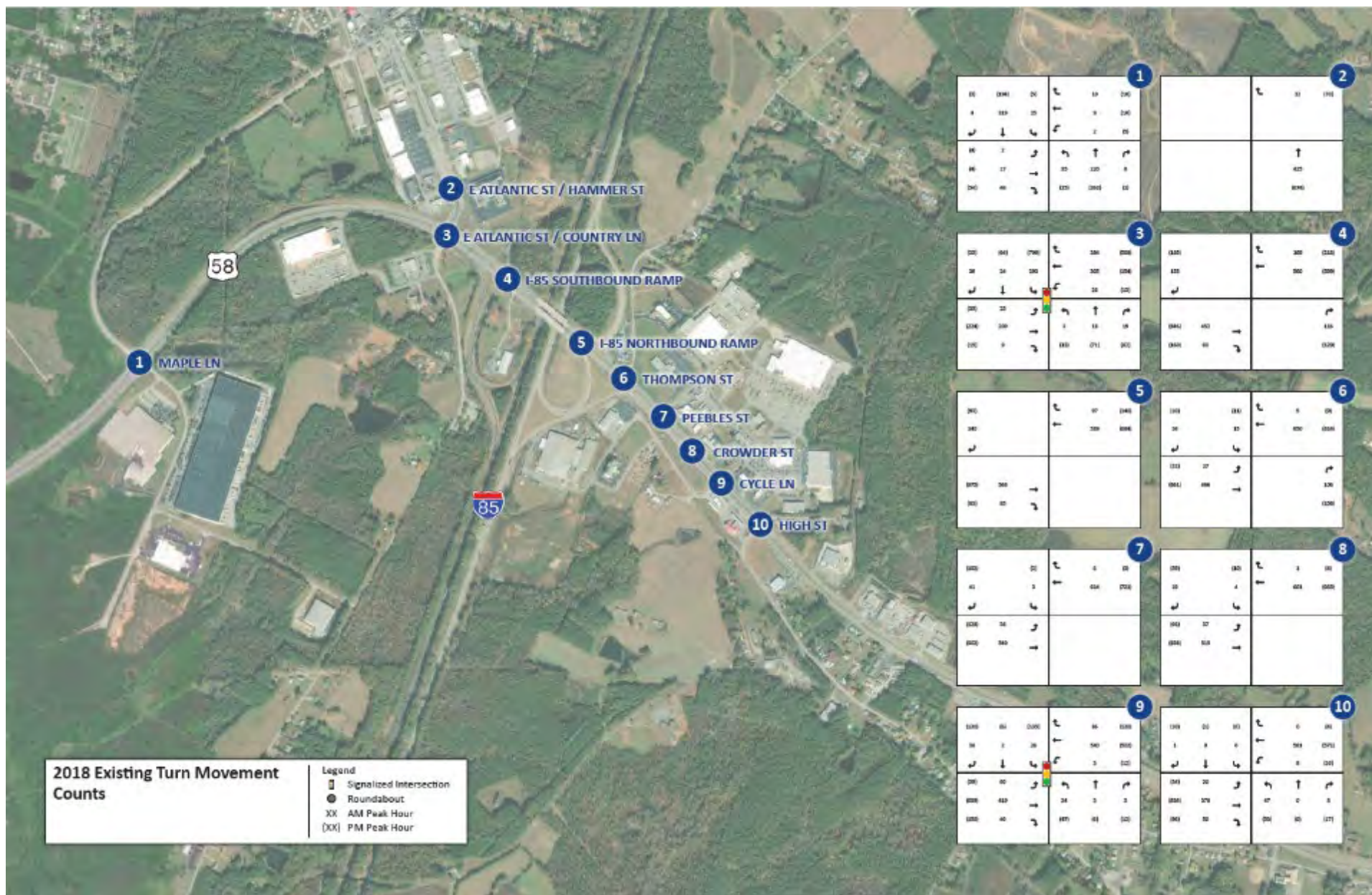
- Diverging Diamond Interchange with Town of South Hill Recommendations
- Roundabouts Interchange with Town of South Hill Recommendations

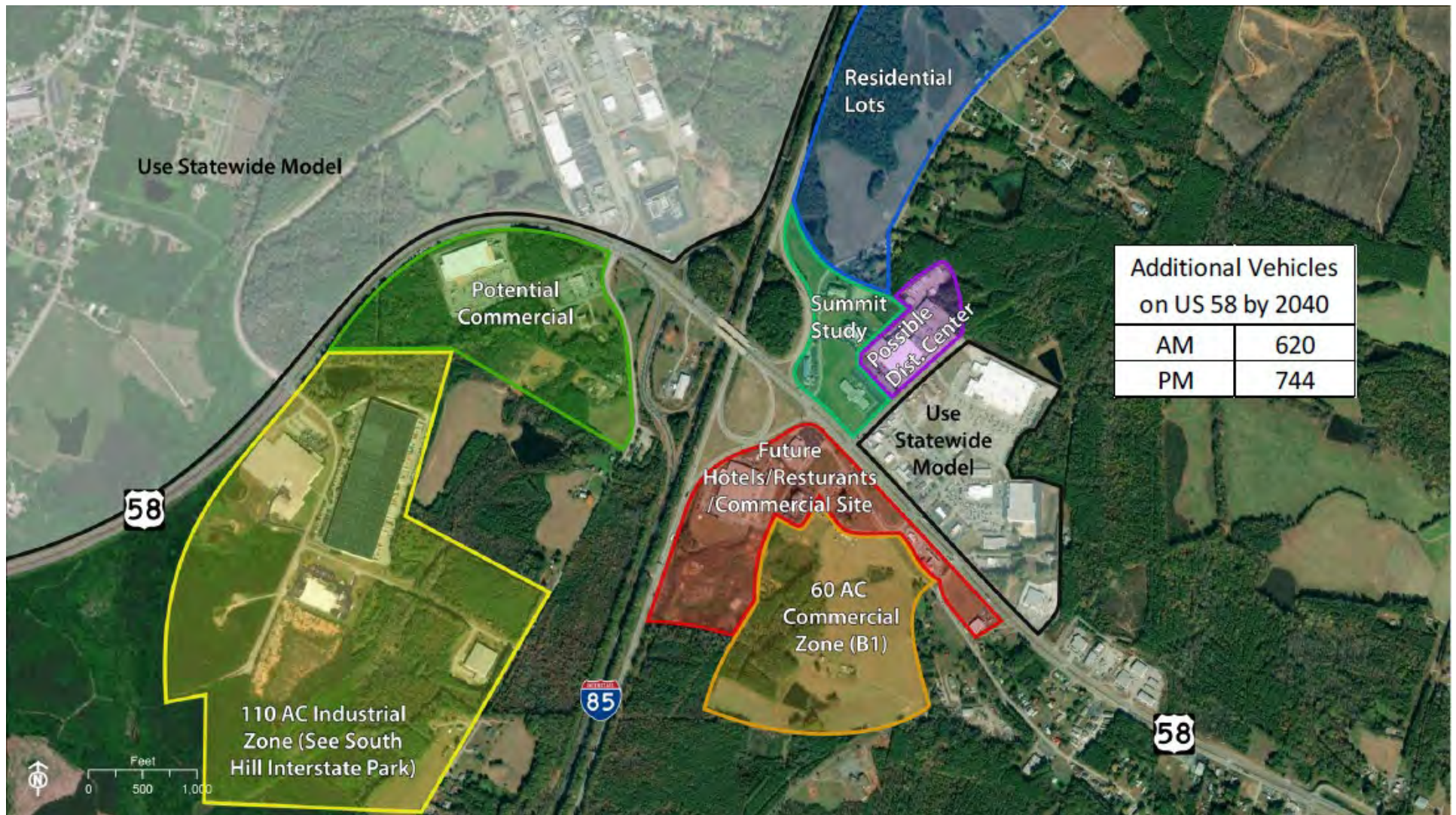
US 58 Study Area - Town of South Hill



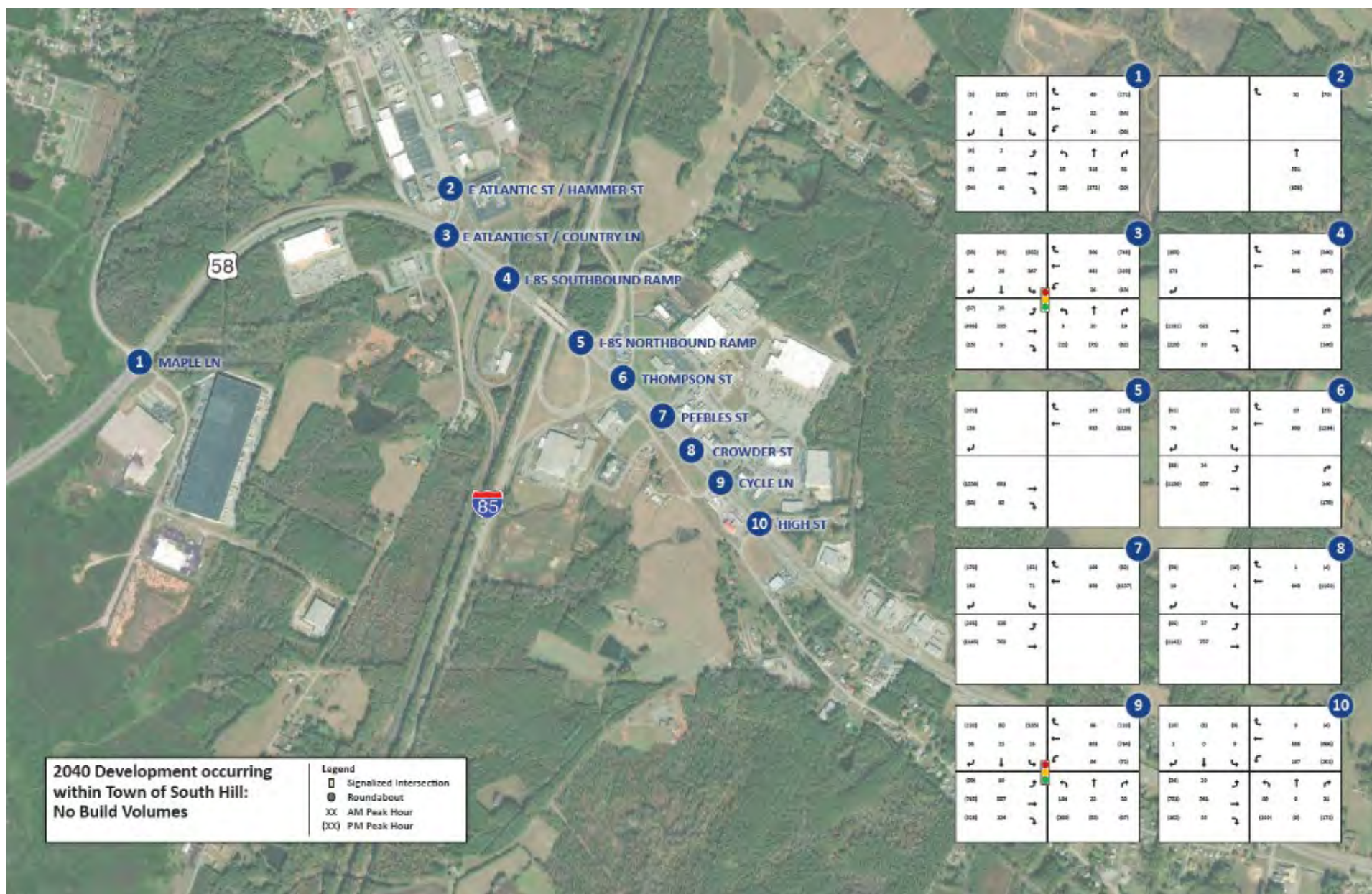
Crash Data (2013-2018)

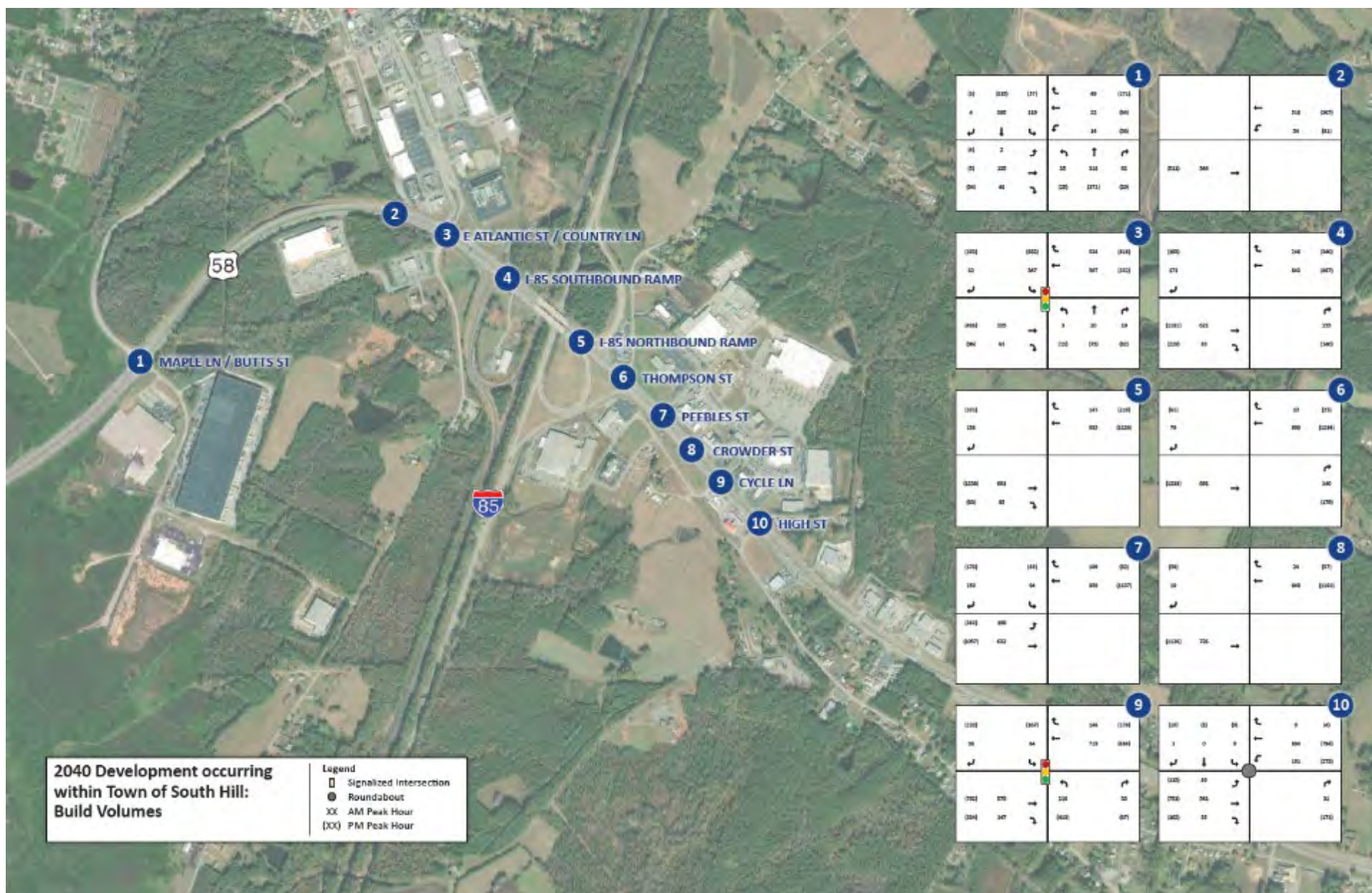


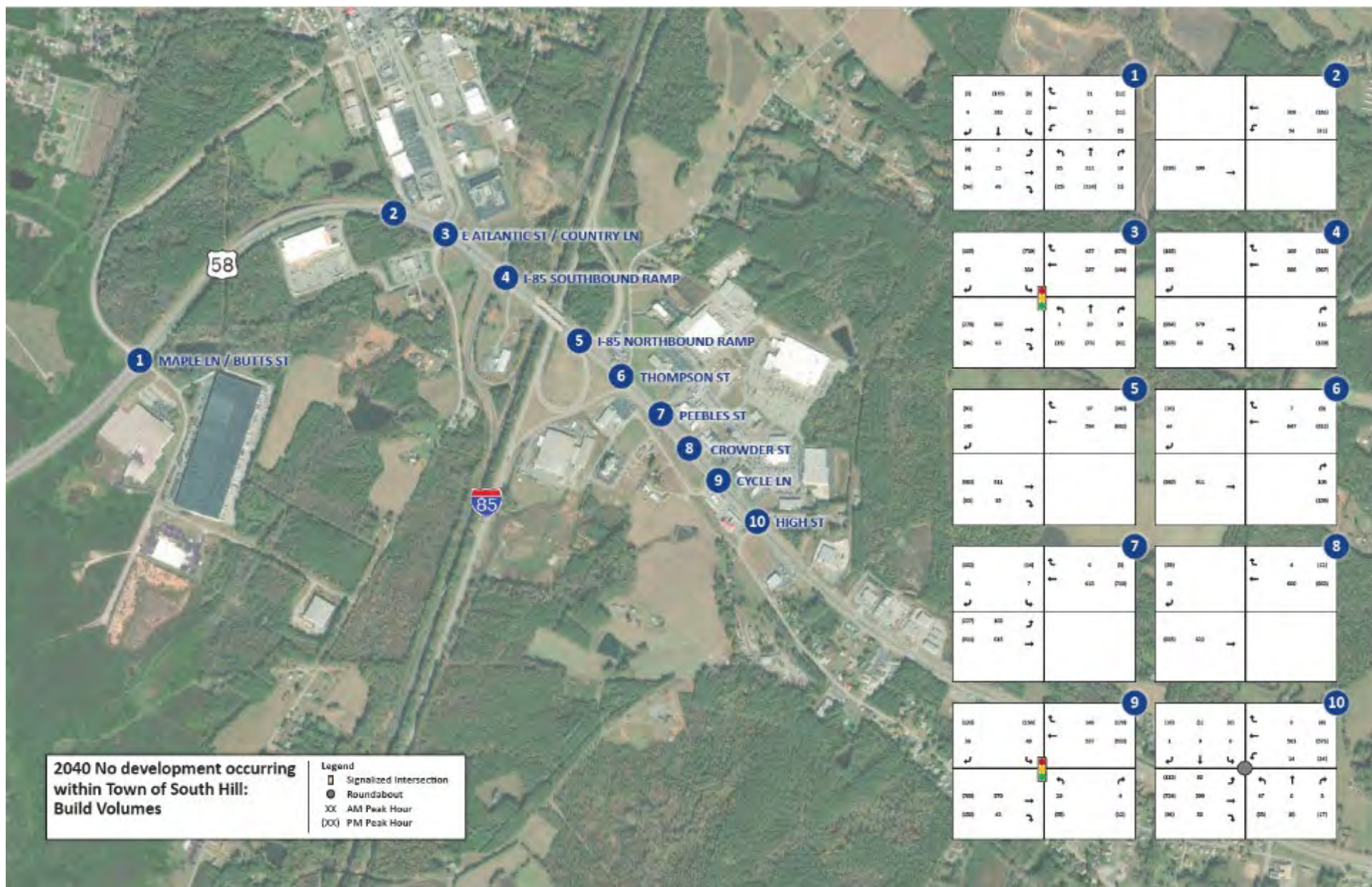


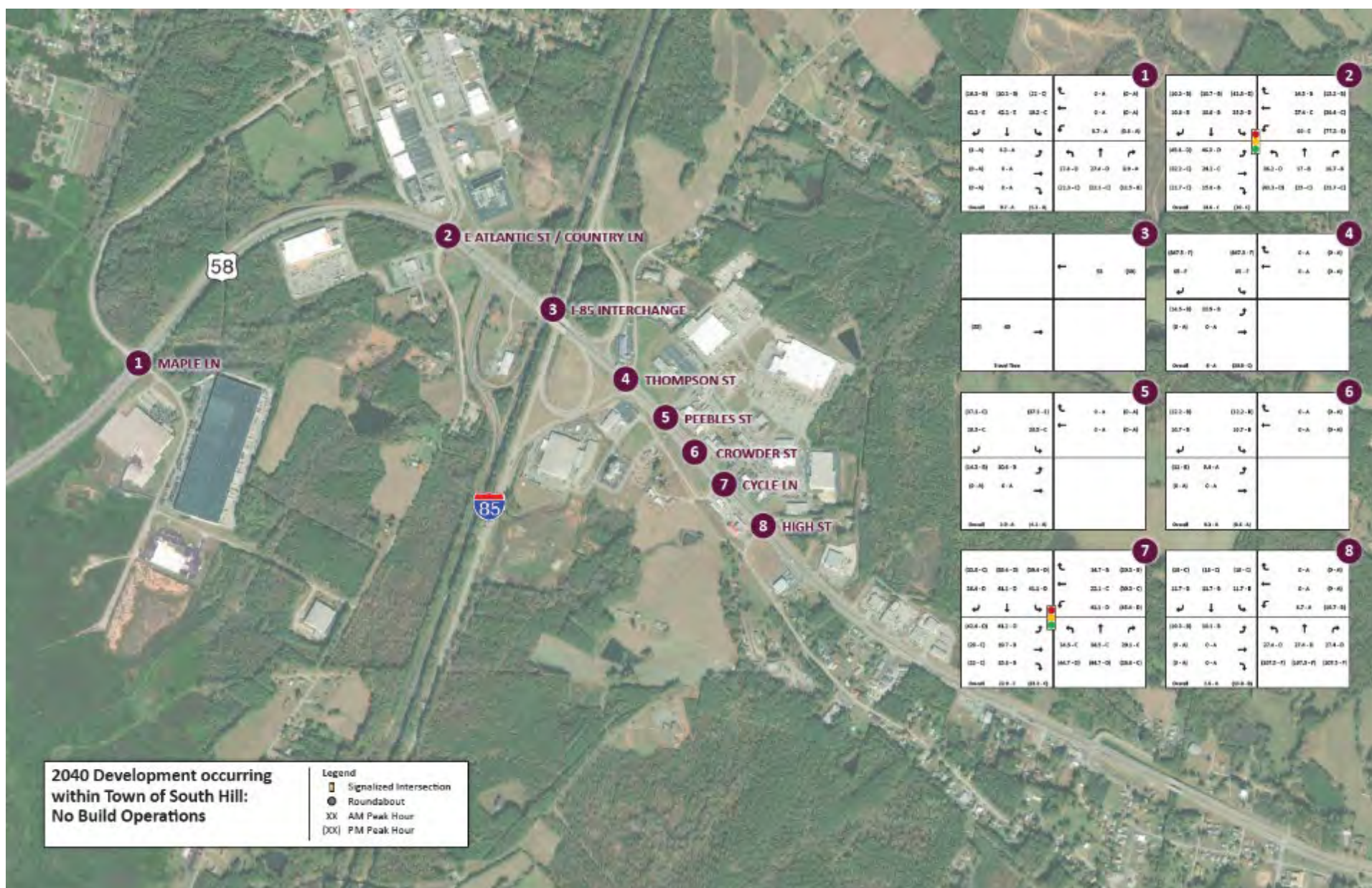


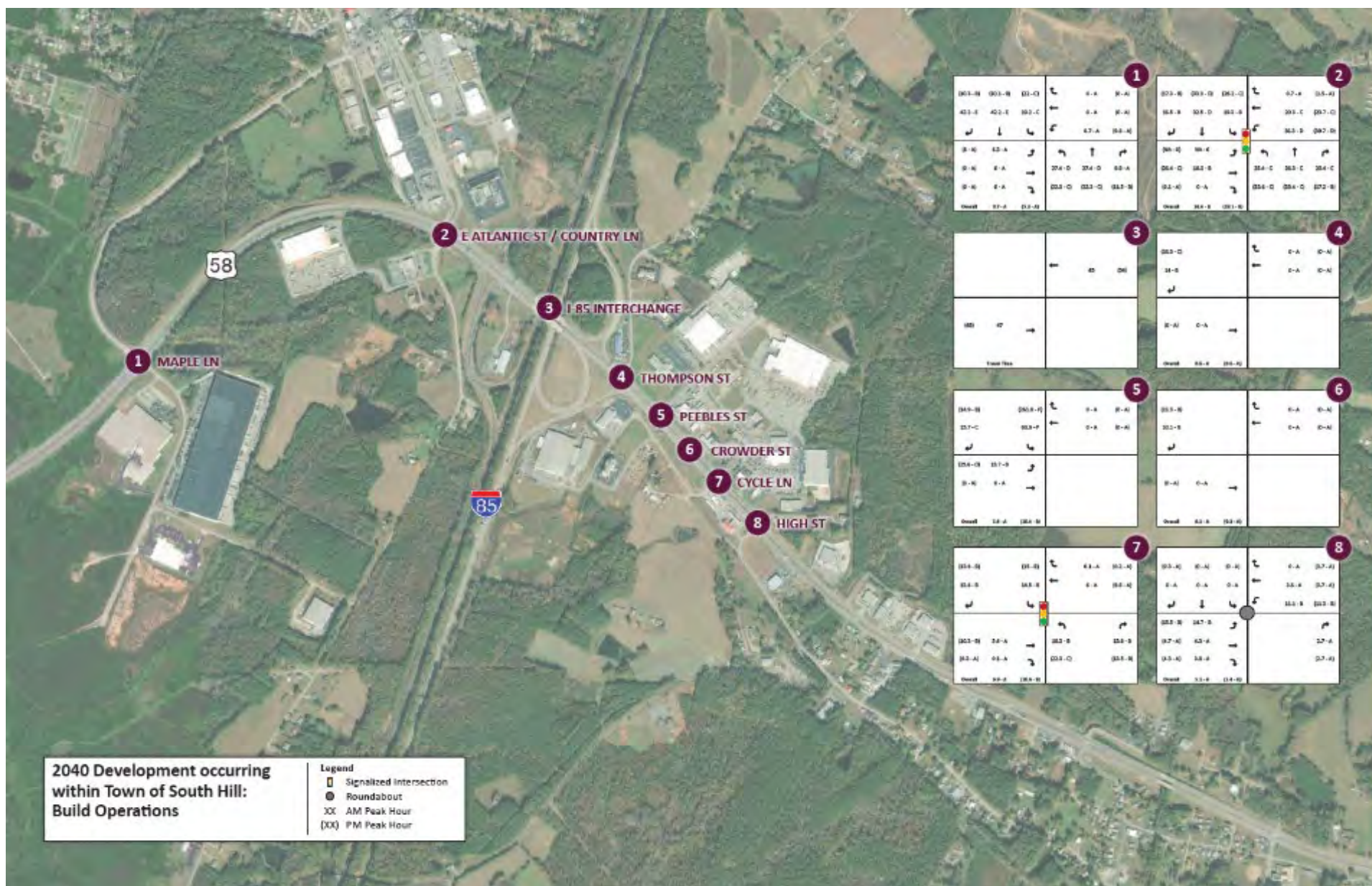
Additional Vehicles on US 58 by 2040	
AM	620
PM	744

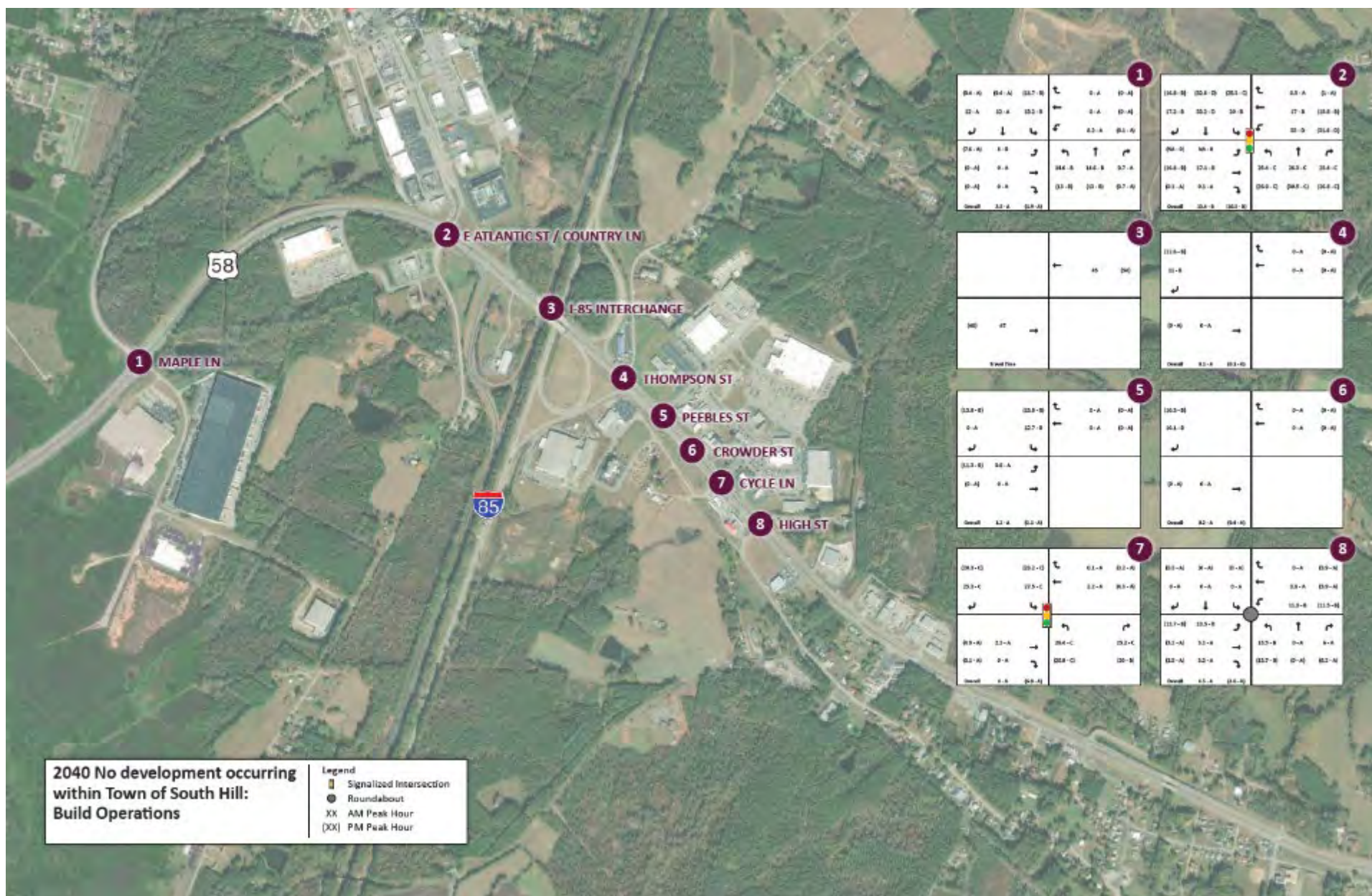
















Route 58 Arterial Management Plan Figure 24 Intersection #49: US 58 with Country Ln Town of South Hill

Recommendation: Reconfigure the existing intersection and traffic signal to a three-phase signal. Permit only through and right-turn movements on US 58. Permit only left and right-turn movements from US 58 BUS southbound onto US 58 and full movements from Country Ln northbound. Construct U-turn area west of existing intersection to permit movements destined to Country Ln from US 58 westbound or US 58 BUS southbound. Remove existing I-85 off ramp onto US 58 BUS and construct continuous flow right-turn lane from US 58 westbound onto US 58 BUS. Eastbound US 58 left-turns to be managed at Maple Lane or interchange (depending on interchange configuration).

ROW Impacts: All improvements are within the ROW

Improvement Type: Congestion Mitigation, Economic Development, Safety, Travel Time Preservation

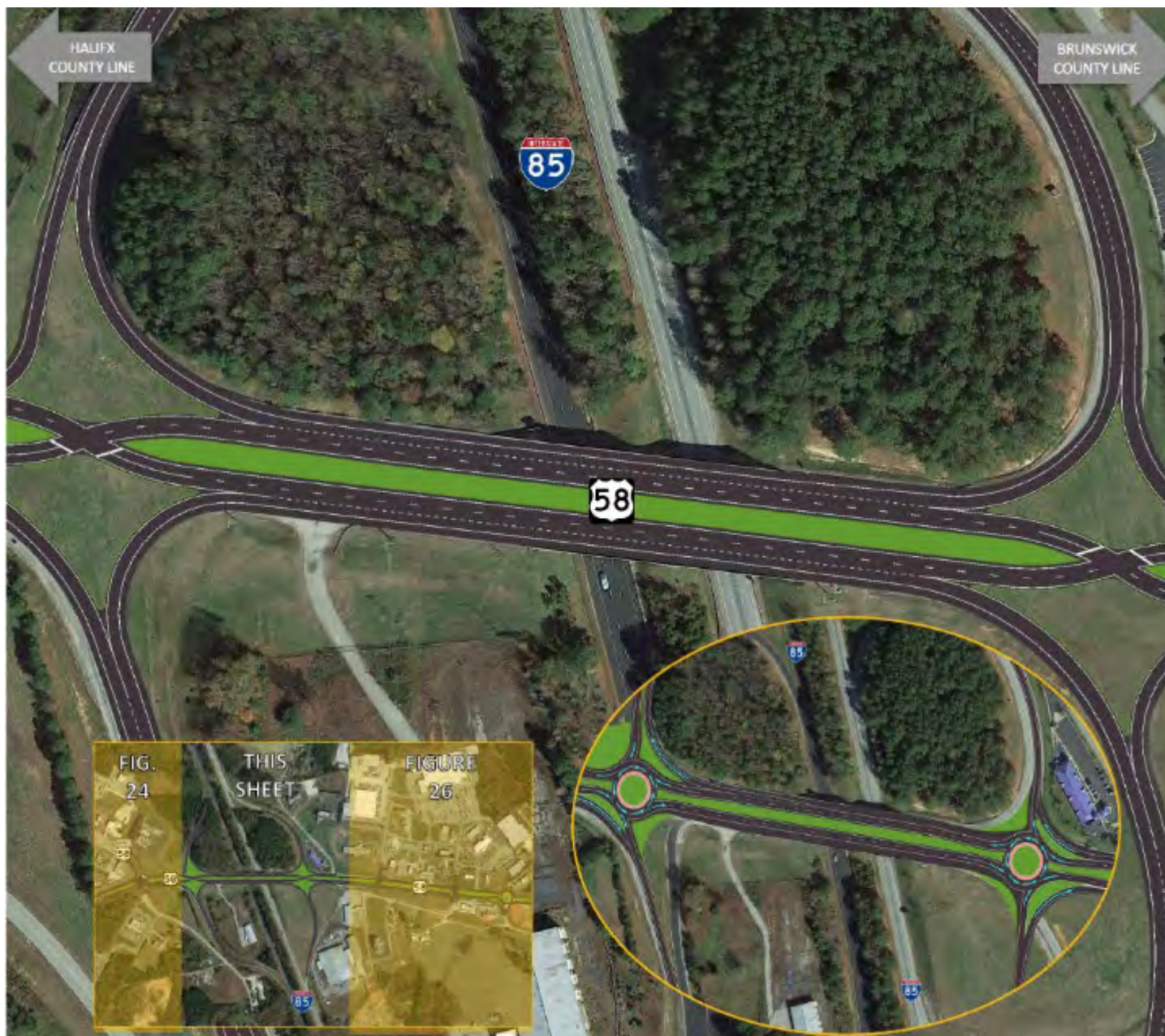
Operations:

2040 Future Delay (sec - LOS)	No Build	Build
AM	24.6 - C	17.4 - C
PM	30.4 - C	20.4 - C

Cost: \$1.9M to \$3.1M

- Standard Movements
- Re-routed Movements





Route 58 Arterial Management Plan Figure 25 I-85 Interchange Town of South Hill

Recommendation: Reconfigure interchange to Diverging Diamond Interchange or a Roundabouts Interchange (Inset). Interchange will require an Interchange Modification Report (IMR) to be submitted to the FHWA to determine ultimate configuration.

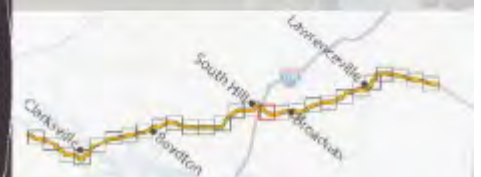
ROW Impacts: All improvements are within the ROW

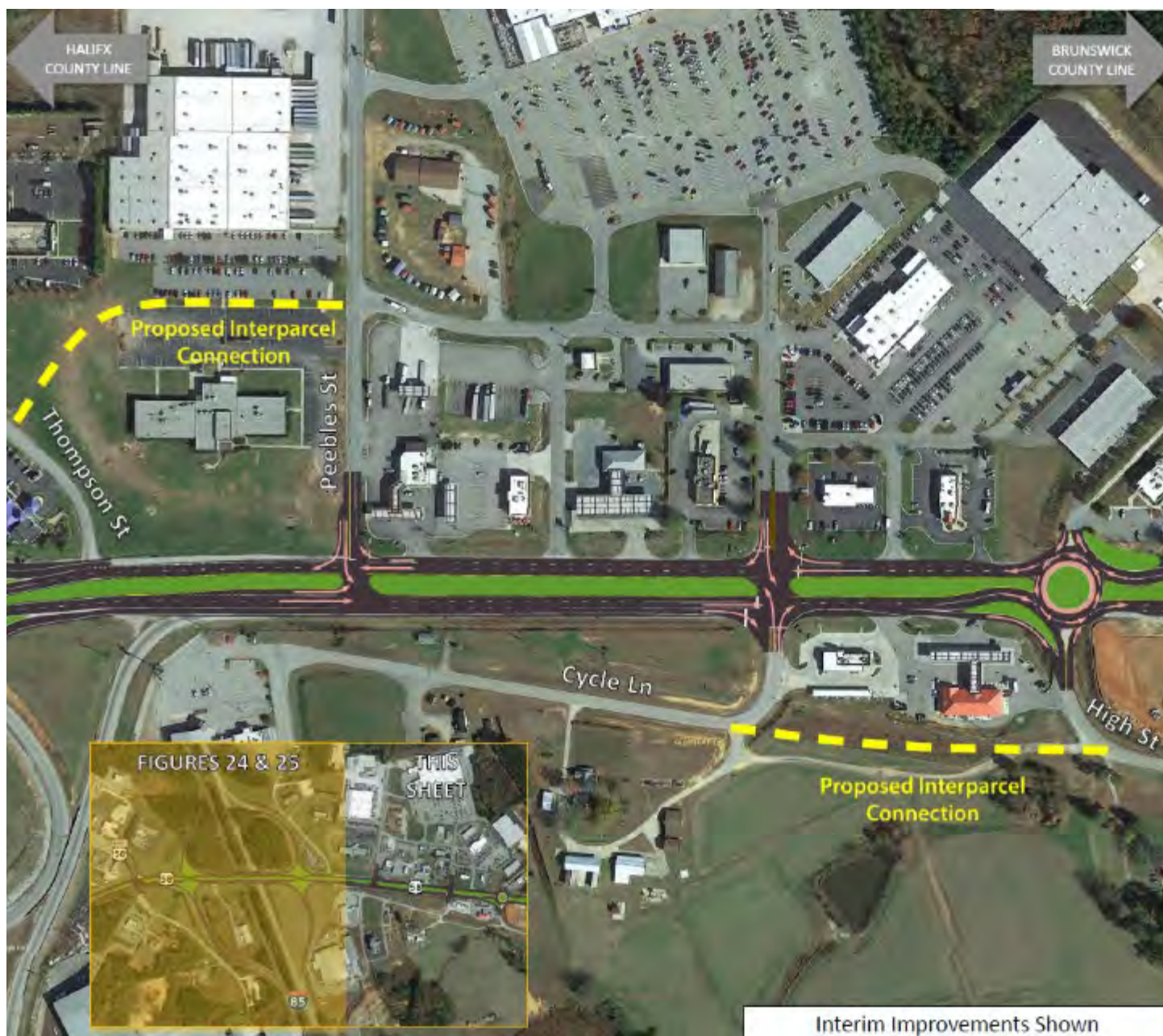
Improvement Type: Economic Development, Safety, Travel Time Preservation

Traffic Operations & Safety:

Traffic Operations	Reduced travel times for vehicles due to reduced weave and merge areas.
Safety	Decreased risk of side-swipes and rear end crashes on both I-85 and US 58.

Cost: \$7.7M to \$28.0M





Route 58 Arterial Management Plan Figure 26 US 58 Eastern Corporate Limits Town of South Hill

Interim Recommendation: Reconfigure Thompson St intersection to right-in/right-out only, improve storage length of eastbound US 58 left-turn lane onto Peebles St, reconfigure Crowder St intersection to right-in/right-out only, reconfigure Cycle Lane to a two-phase signal, and construct a roundabout at the intersection of High St. Construct inter-parcel connections to maintain access between Thompson St and Peebles St, and between Cycle Ln and High St. Town maintained streets should be investigated further to determine pavement condition and capacity improvements to maintain efficient traffic flow.

Long-term Recommendation: As development occurs, additional improvements will be needed at the intersection of Peebles St and US 58. These improvements may require reviews and approvals by district, state, and FHWA officials. The roundabout at High St will need to be reconfigured to remove northbound left and thru movements to maintain capacity of the corridor.

ROW Impacts: All improvements on US 58 are within the ROW. Inter-parcel connections and Town maintained street improvement may require significant ROW acquisition.

Improvement Type: Economic Development, Safety, Travel Time Preservation

Traffic Operations:

2040 Travel Times (min)	Eastbound US 58		Westbound US 58	
Condition	No Build	Build	No Build	Build
AM	1:02	0:54	1:02	0:58
PM	1:32	1:17	1:38	1:26

US 58 Improvements: \$6.4M to \$8.3M

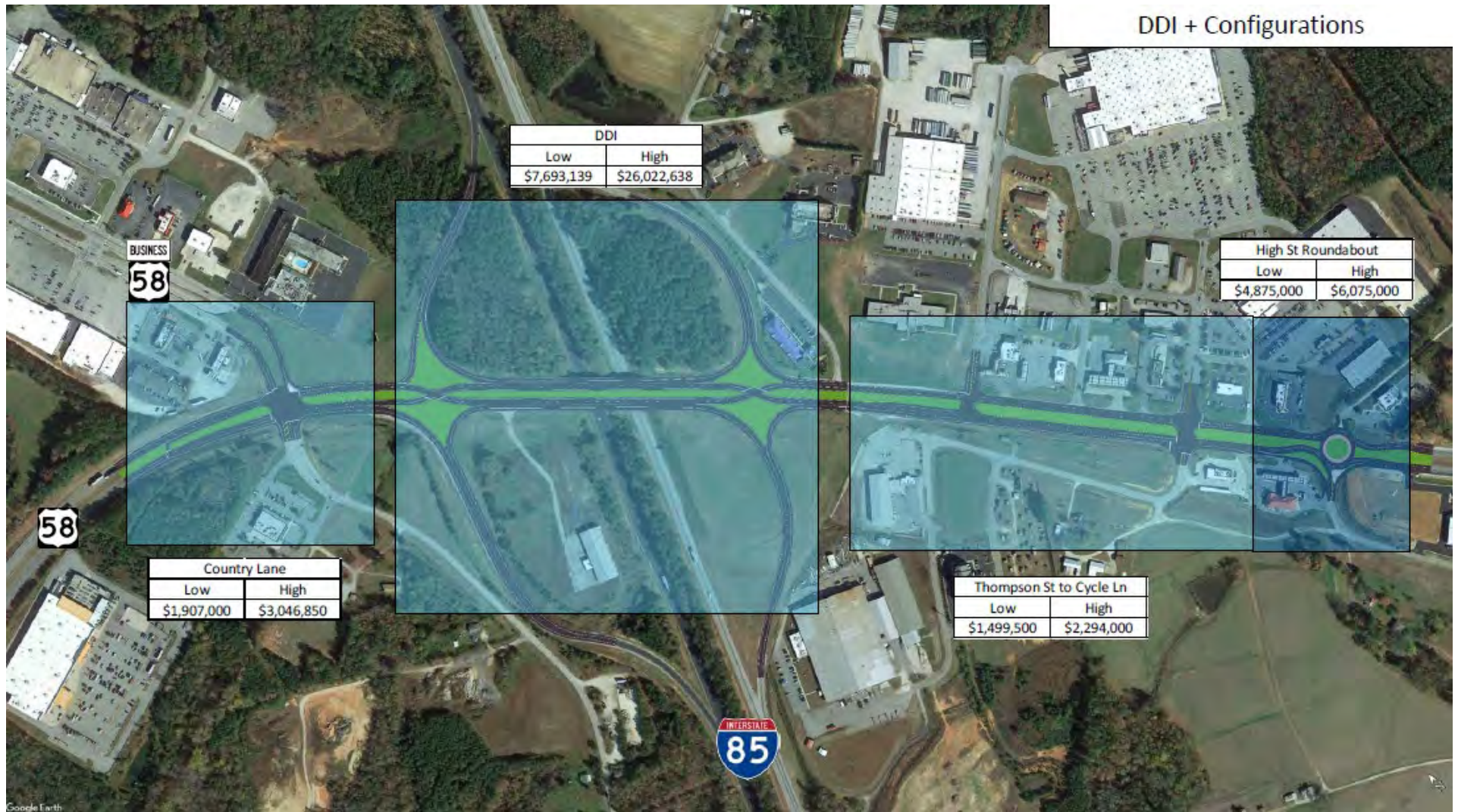
Town Street Improvements: \$1.6M to \$10.0M

Standard Movements



Interim Improvements Shown

DDI + Configurations



Roundabouts + Configurations

